

LIFE



TALLULAH BANKHEAD

MARCH 6, 1939

10 CENTS

A GREAT CLASSIC COMES TO LIFE
IN GLORIOUS TECHNICOLOR!

THE
LITTLE PRINCESS

SHIRLEY
TEMPLE



... at last in
TECHNICOLOR!

with
RICHARD GREENE
ANITA LOUISE
IAN HUNTER • CESAR ROMERO
ARTHUR TREACHER • MARY NASH
SYBIL JASON • MILES MANDER
MARCIA MAE JONES

Directed by Walter Lang • Associate Producer Gene Markey • Screen Play by Ethel Hill and Walter Ferris
Based on the novel by Frances Hodgson Burnett

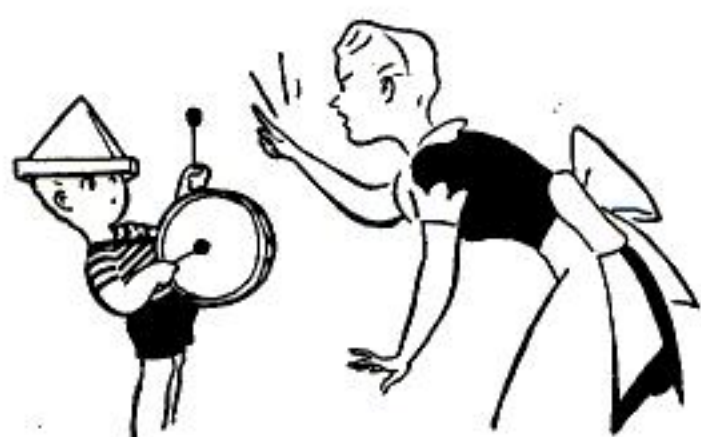
A 20th Century-Fox Picture
Darryl F. Zanuck in Charge of Production

Watch for it at
your favorite theatre!



Are you fit to live with your children?

In the following situations, what do you usually do? If you usually do "A," score 5; if you do "B," score 15; if you do "C," score 25.



1 When your child makes a lot of noise at play, do you ...

- A. Order him to stop that racket, this instant? (Score 5)
- B. Without actually scolding him, warn him to be quiet? (Score 15)
- C. Ignore the noise, thinking to yourself that kids will be kids? (Score 25)



2 When your child damages your books, do you ...

- A. Punish him severely? (Score 5)
- B. Forbid him to touch the books in the future? (Score 15)
- C. Explain patiently why he should take care of books? (Score 25)



3 When your child wants you to read to him, do you ...

- A. Beg off, making excuses about being too tired? (Score 5)
- B. Read one story hurriedly, and let it go at that? (Score 15)
- C. Put aside what you're doing, and really enter into the spirit of it? (Score 25)



4 When you're tired, nervous, and have a headache, do you...

- A. Fly into a rage at your child's slightest prank? (Score 5)
- B. Demand he go up to his room, and be absolutely quiet? (Score 15)
- C. Ask him to run out doors and play, where he can make all the noise he wants? (Score 25)

5 Add Up Your Score

Question 1 _____
 Question 2 _____
 Question 3 _____
 Question 4 _____
 Total _____

If your score is 70 or under, you may be what doctors call a "nervous irritable." Check up now.

For nervous irritability—which so often accompanies headaches, sleeplessness, indigestion—takes its toll daily in unhappy family and social relationships ... in failure to "get along" in life.

Doctors say any one of several things may cause the nervous irritability which is so common today. Ill health. Worries. The strain of modern life. Is there any cure-all for all cases? No.

But one frequent cause of nervous irritability can be overcome, and that is—COFFEE-NERVES.

Many people can drink coffee without ill-effects, but many others find it causes headaches, sleeplessness, indigestion ... accompanied by nervous irritability.

If you suspect that coffee may be making you a "nervous irritable," why not give it up and drink Postum instead ... as more than 3,000,000

6 families in the United States have done?

Postum contains no caffeine—no stimulant of any kind. You can drink all you want at any time—with no danger of ill-effects. True, you may miss coffee at first—as you'd miss any stimulant—but you'll soon be enjoying Postum for its own sake.

Delicious...easy to make...economical

You'll like Postum's steaming warmth, rich aroma, and delicious, full-bodied flavor.

But more important, you'll like Postum because you'll be free from the effects of caffeine. See if you don't notice an improvement after just a few days. At the end of two weeks, see if you aren't less of a "nervous irritable."

And after you've given Postum a full 30-days' test, see if you aren't a better parent, a happier person—your own true self again!

Postum is a wholesome cereal beverage that comes in two forms. Postum Cereal—prepared like coffee—and Instant Postum, made instantly in the cup. Both are easy to make, and economical—less than ½¢ a cup. Buy a can of Postum from your grocer tomorrow. A product of General Foods.



This One



TAE2-3WQ-X4JH

NEW "ME TO YOU" GIFT SETS bring glamour to bridal showers

To harried hostesses, weary of kitchen and linen and glass showers . . . to brides embarrassed by a deluge of gift gadgets, many of them duplicates . . . International Silver Company brings a thrilling new idea.



It's a "Me to You" gift set—an individual place setting in beautifully designed sterling, including knife, fork, butter spreader, cream soup spoon, salad fork, and tea spoon.

For as little as \$16.75, a bride's friends may chip in together for a "sterling shower," give one of these individual place settings to start her off on a handsome sterling service. Other groups of friends, her aunts and cousins, or the bride herself—may add extra "Me to You" sets to match, until she has four, six, or eight place settings.

It's a happy scheme all the way around, say jewelers, who keep brides'

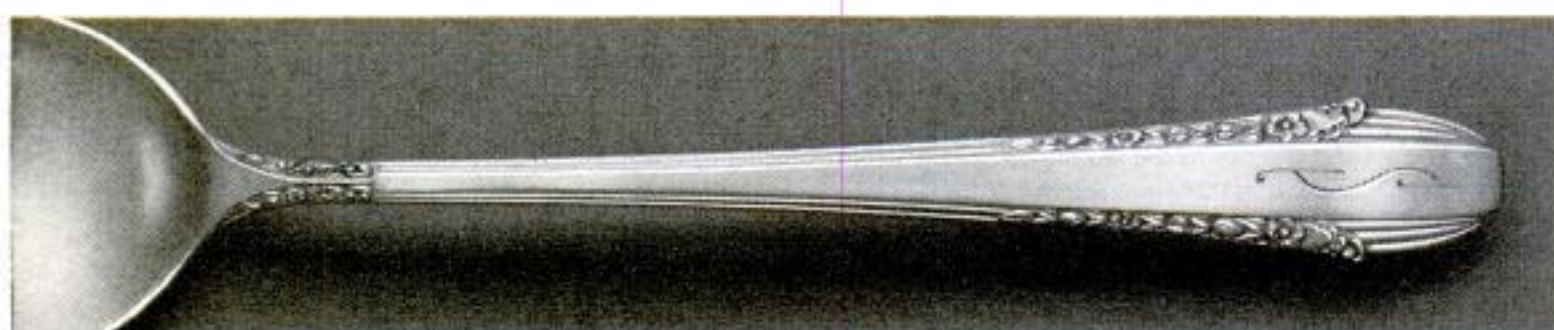
pattern choices on hand so that givers won't make mistakes.

Particularly impressive to brides is International Sterling's fine old name, the authenticity of their designs, the skillfulness of their silver craftsmanship. The price mentioned above, \$16.75, will buy a complete place setting in one of their very new and lovely patterns, the Enchantress design. Prices vary slightly on other patterns, of which four are

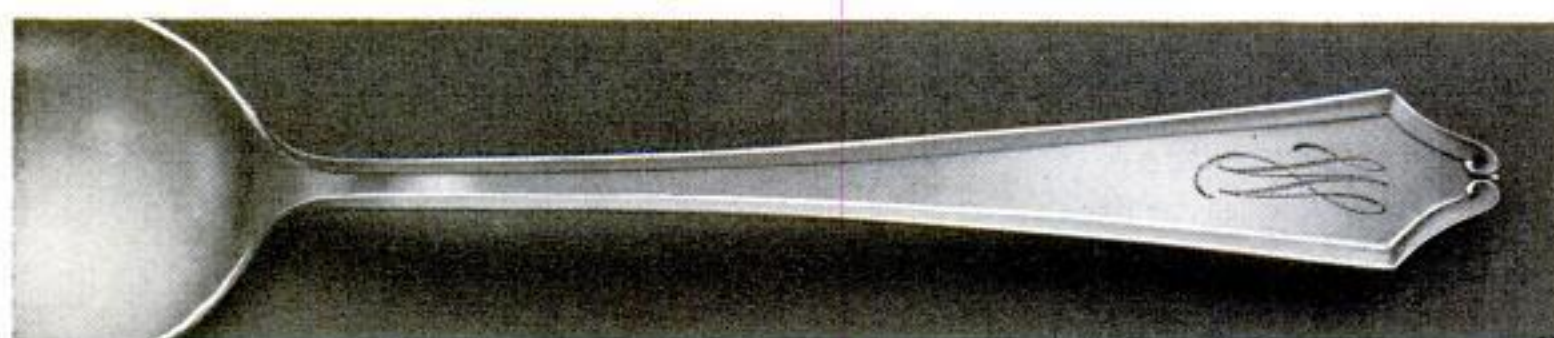


shown below. And jewelers, of course, are glad to co-operate toward the purchase of larger services, by means of Budget Payments or the Jewelers' Lay Away Plan.

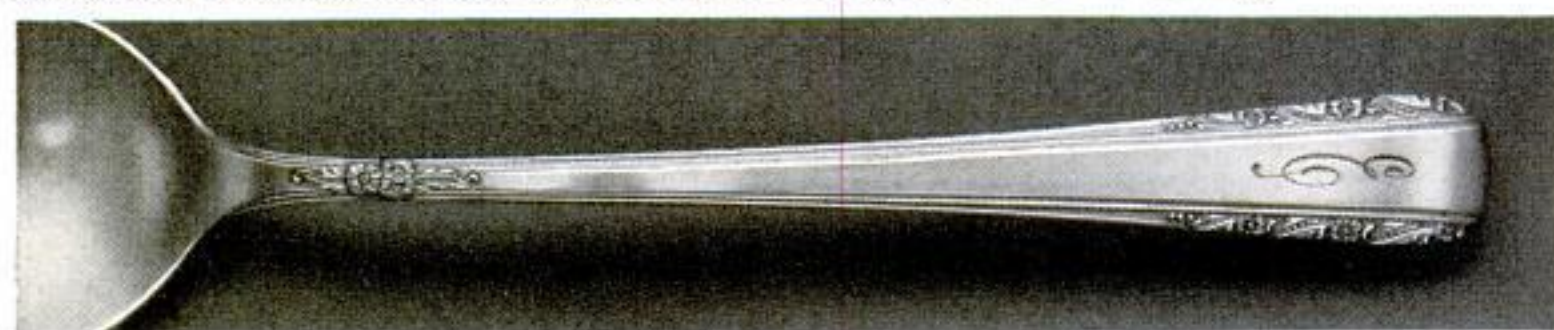
INTERNATIONAL STERLING



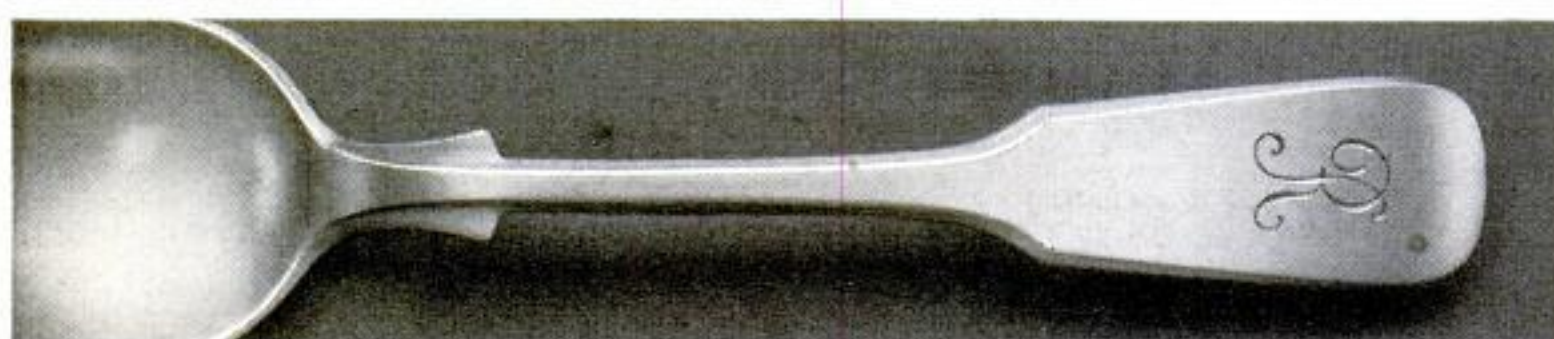
Enchantress. A slim and sophisticated pattern worked with fine detail.



Minuet. An American Colonial design of great beauty reproduced in sterling.



Courtship. A pattern that lives up to its lovely name. Utterly graceful and feminine.



1810. Faithful copy of an old and much-loved traditional pattern.

TUNE IN EVERY SUNDAY—"SILVER THEATER," 6 P. M., E. S. T.—COAST-TO-COAST COLUMBIA NETWORK.

LETTERS TO THE EDITORS

Philippines

Sirs:

Your pictures of the Philippines (LIFE, Feb. 13) depict the gloomy side of the Islands' progress, an advancement which has been repeatedly praised by both American and foreign observers as without equal in any colonial history of the world. In presenting these insignificant Igorots, an erroneous impression might be created in the minds of your readers that such a group typically represent the entire Filipino.

The Igorots constitute a very small portion of the 16,000,000 Filipinos. I am sure that the American people will vigorously resent if they (Christian Americans) should be pictured in foreign magazines as such a group as the Indians of the reservations.

As one who has the distinct pleasure of enjoying the benefits of your American generosity, especially in the field of education, I can hardly afford to let this gross situation go unnoticed.

DIOSDADO M. YAP

(Formerly Publicity Officer,
Office of the Resident Commissioner to the United States)

Washington, D. C.

● LIFE had no intention of implying that the Igorots are representative of all Filipinos.—ED.

Sirs:

Here's a big hand for that swell article on the Philippines. It was like meeting an old friend, for I was quartered with L Company of the 13th Infantry in those Middleside Barracks, page 54, way back in 1915.

While the roasted canine is considered a delicacy by the islanders, there are other choice morsels as popular, if not more so. For instance, there is the egg that has been taken away from a setting hen just before hatching time. And the dish of grasshoppers, raw or cooked, which is rated right along with our frogs'-leg dinner. Try either of those on your weak stomach.

M. L. BENSON

Springfield, Ohio

Sirs:

Have yet to make up my mind as to which was the worse: opening LIFE to the monkey sitting in the water as though someone had licked the red off of his candy (Jan. 16 issue), or opening LIFE to the article on the Philippines and seeing a Filipino, back turned, without any pants. Your article stated that the Filipinos were the least deserving people in all the Orient but, honestly, don't you think he at least deserves a pair of trousers.

MARY G. WHITING

Laurinburg, N.C.

Sirs:

What would Emily Post say of Filipino sidewalk manners as shown on the center picture, pages 52 and 53. In the presence of ladies, two of the gentlemen are wearing hats.

LEONARD SOLL

The Times
Chicago, Ill.

● Emily Post says there is no fixed rule as to whether a gentleman without trousers should remove his hat in the presence of ladies.—ED.

NEVER the Congo

Sirs:

I am a regular Belgian reader of LIFE and I like the magazine. Generally speaking, your comments on the international situation are impartial and correct. But I, for one, very strongly object to the map on pages 20 & 21 of LIFE's issue of Dec. 26, 1938, which just came to hand here in Tientsin.

You print there that Belgian Congo "may go to Hitler." No, Sir, OUR Congo shall NEVER go to Hitler, NEVER. Remember Tabora? Well, if you don't, go back 20 years or so and conclude. . . . My country's name is BELGIUM, not

CZECHO-SLOVAKIA. If Hitler really wants our Congo, OUR CONGO, he will have to fight for it, even at the cost of a new mondial war.

D. CONINGS

Tientsin, China

● The capture of Tabora by Belgium's native Congo troops in 1916 was the turning point of the successful Anglo-Belgian campaign to take control of what was then German East Africa.

As of 1939, however, some observers think that England and France, to save their own empires, might let Hitler help himself to the colonies of the small powers.—ED.

Problem

Sirs:

That American plane (LIFE Feb. 6) that broke all speed records, "top speed at least 600 m.p.h., which is the speed of a bullet fired from a Colt .38," has driven me nuts. What would happen to a .38 bullet fired straight back while the plane was diving at 600 m.p.h? Would it hang suspended in the air until gravity got it? Sounds to me as though, instead of the bullet moving away from the pistol, the pistol would be moving away from the bullet, and the only way that bullet could do anybody any damage was if the next guy bumped into it.

WILLIAM A. SCHROEDER

Lyndhurst, N.J.

● Can any reader answer this?—ED.

Scrubbing Technique

Sirs:

With regard to your story about the four young New York actresses (LIFE, Feb. 13), I would like to inquire just what the container is beside Miss Lyn Swann on page 62? Perhaps it is the newest thing in streamlined scrub buckets but



LYN SWANN

to me it looks very much like the roaster or dish-pan. Shame!

Really, as one old floor scrubber-upper to another, this looks like her first (and probably last) job. Does she intend to crawl out of the window when she has finished in order not to make tracks?

HELEN S. ROCKEY

Kossuth, Pa.

Sirs:

It is easy to see neither Thomas Jefferson's great-great-granddaughter nor the photographer ever scrubbed a floor for true and real. The hand that is holding the can of cleanser should be flat on the floor giving the support that makes it possible to mop in this leaned over position.

Oh, well, these girls are temperamentalists and it isn't fair to expect them to know how to keep house.

STARR LEWIS

Ogden, Utah

● The girls admit they are not expert scrubbers, say they use the roaster because they have no scrub pail.—ED.

(continued on p. 4)



IRENE DUNNE • CHARLES BOYER
in
"LOVE AFFAIR"

with MARIA OUSPENSKAYA, LEE BOWMAN
ASTRID ALLWYN, MAURICE MOSCOVICH
Produced and Directed by **LEO MCCAREY**
SCREEN PLAY BY DELMER DAVES AND DONALD OGDEN STEWART
RKO RADIO PICTURE

you . . .

yourself . . .

. . . live their

"LOVE AFFAIR"



Out of the directorial genius of Leo McCarey, Academy Award Winner and producer of "The Awful Truth," now flames a dramatic romance to take its place among the screen's great attractions! . . . Irene Dunne, ravishingly gowned in fashion's most coveted creations, as kissable *Terry McKay*, girl of Park Avenue . . . Charles Boyer, handsome, suave, as *Michel Marnay*, international heartbreaker—brought together by a love that stormed all defenses . . . Drama—rich, warm, human, yet gay as love can sometimes be! . . . SEE IT AS SOON AS YOU CAN!

JEEPERS!

I THOUGHT ALL TOOTH POWDERS WERE JUST ABOUT THE SAME ...

SO DID I...TILL THE "QUEEN OF THE CAMPUS" TIPPED ME OFF TO PEPSODENT CONTAINING IRIUM



IRIUM... is reason for country-wide switch to PEPSODENT POWDER!

● There's a NATIONAL LANDSLIDE to Pepsodent Tooth Powder!

Over 35 million cans of Pepsodent Powder have already been bought... positive proof that IRIUM has "something on the ball"! For remember, *no other* tooth powder but Pepsodent has wonderful IRIUM!

So if you really want teeth that glisten and gleam... a naturally sparkling smile of charm and allure, be wise... try Pepsodent Tooth Powder immediately!

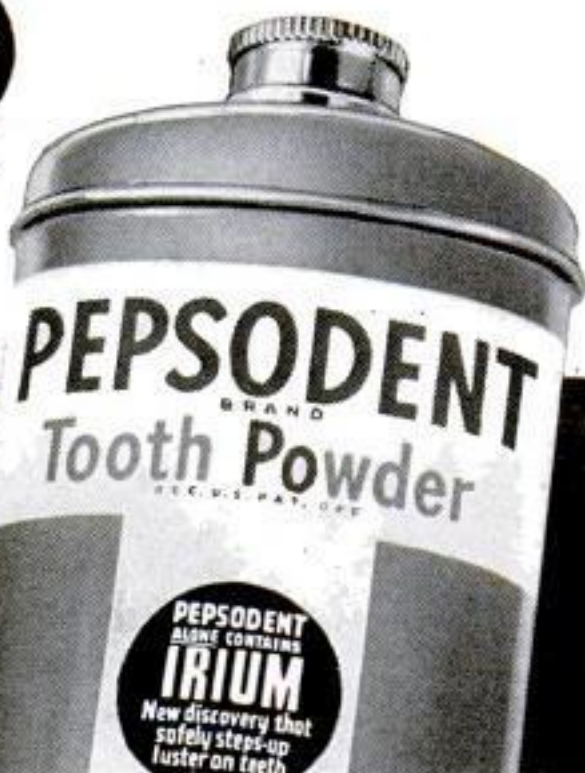
Why? Because Pepsodent Powder... thanks to IRIUM... is exceptionally effective. It cleans teeth thoroughly...

swiftly removes disfiguring, stubborn surface-stains... and polishes teeth to a glorious natural brilliance!

So try Pepsodent Powder. It's effective... Safe! Contains NO BLEACH, NO GRIT, NO DRUGS! Order yours now... today!

25¢

and Larger Economy Size



"Make a Change for the Best"
START TODAY THE IRIUM WAY
WITH PEPSODENT POWDER

LETTERS TO THE EDITORS

(continued)

DeMolay

Sirs:

I have received scores of telegrams and letters from all parts of the continent expressing regret that the Order of DeMolay has been presented to your readers in an unfavorable light (Feb. 13).

I realize that it is your province to place any interpretation you desire upon DeMolay but I am sure that it was not your intention to ridicule its efforts.

Prominent members of DeMolay too numerous to mention include Walt Disney, Buddy Rogers, Robert Taylor, Allan Jones, Donald Budge, Hal Kemp, Larry French, Chester Lauck, Archie San Romani, Dick Bartell and hundreds of other men who are members of the DeMolay Legion of Honor.

The DeMolay chapter at Bethlehem, Pa., is entitled to develop its own particular local program, but to intimate that all chapters throughout the world follow the same pattern would be incorrect.

FRANK S. LAND

Founder and Secretary General
The Grand Council of the
Order of DeMolay
Kansas City, Mo.

Sirs:

I have gone over with a great deal of interest your article on DeMolay.

The illustrations and explanatory notes are excellent and should be a valuable factor in increasing the awareness of this wonderful organization for youth.

GERALD B. WADSWORTH

The Grand Council of the
Order of DeMolay
Garden City, L.I., N. Y.

Sirs:

As an Advisor and "Dad" of a Chapter of the Order of DeMolay may I congratulate you on your presentation of the activities and purposes of the Order. Running true to form, LIFE did a superb job and I'm proud of you.

DR. LEO J. THOMAS

Sidney, Neb.

Sirs:

DeMolays believe in living clean and manly lives. May I leave this thought with you: NO GIRL HAS EVER GONE WRONG BECAUSE OF A DEMOLAY.

CARL M. DEATON

President of Tri-States DeMolays
Jackson, Tenn.

Golden Gate Exposition

Sirs:

You would be gratified if you could hear the favorable comment on all sides in San Francisco concerning the attention which you gave to the art section of our Golden Gate International Exposition in LIFE, Feb. 13.

P. H. PATCHIN, Director
Standard Oil Company of California
San Francisco, Calif.

● For pictures of the Exposition's opening, see pages 11-15.—ED.

Lincoln and England

Sirs:

Is there not enough ill feeling between the nations today, that you are forced to go back to the time of President Lincoln and dig up cartoons (LIFE, Feb. 13), illustrating one man's warped conception of one of the greatest of all men and thus create more hatred? Today, Britons are generally fond of Americans and vice versa. At least, that has been my experience, and I live about one mile from our border.

DAVID MACINTOSH

Stanstead, Que.

Sirs:

I should like to congratulate you on the fine Speaking of Pictures showing the cartoons of Lincoln. It vividly points out how no really great man is

"Adam—
if you know what
I know—you'll fall
for this label, too!"



Ever since Eve ate first from the tree of knowledge, women have known more about some things than men—about fabrics, for instance.

● That's why—when a woman buys shirts for a man—she frequently chooses Fruit-of-the-Loom Shirts. She knows—as her mother knew—that Fruit-of-the-Loom is the sterling mark of fabric quality.

Beautifully styled, handsomely tailored—and SANFORIZED against shrinkage—these smart new Fruit-of-the-Loom Shirts, with their famous Cantwilt Collars, so completely reflect the peak of fashion and quality that they're sold with a MONEY-BACK GUARANTEE. On sale, in white and plain shades and in a wide variety of distinctive fast-color patterns—at leading men's wear departments and haberdashers.

If, perchance, you are unable to obtain Fruit-of-the-Loom Shirts in your locality—write direct to us for name of nearest dealer.

\$1.65
each

ECLIPSE-NEEDLES CO., PHILADELPHIA, PA.



FRUIT OF THE
LOOM SHIRTS

Tailored by Needles

P. S.—and for the last word in Nightwear—
FRUIT-of-the-LOOM PAJAMAS
FAIRMOUNT \$1.65 ROYAL FABRIC \$2.00



The man who owns this traveled bag loves to talk of pleasant experiences in many lands... of interesting people... colorful doings... congenial inter-ludes with Teacher's-and-soda... Were you to ask why Teacher's is so widely favored, he would tell you *'It's the flavour'*



TEACHER'S
Perfection of Blended SCOTCH WHISKY

Made since 1830 by Wm. Teacher & Sons, Ltd., Glasgow

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appreciated until "too late." Such are the conditions today, people discuss Roosevelt—and cuss him, too—but as years pass they will realize, just as they now do about Lincoln, what a truly great man F.D.R. really is.

ELLA M. HUSTED

DeVorss & Co., Publishers
Los Angeles, Calif.

Sirs:

Your series of British diatribes against Lincoln gave me the thought that you should run some more recent samples of English aversion for things American, as a counterpoise to the tons of sentimental slush that will drag our newspapers and women's magazines off balance when their majesties of Great Britain visit these unenlightened shores.

Give us something from the "Uncle Shylock" period, between the time of the Balfour Note and the Ethiopian crisis. And always button your coat when a British diplomat tries to shake hands.

ROBERT RIDGWAY JR.

Los Angeles, Calif.

LIFE in France

Sirs:

It would do LIFE's collective editorial heart good to see how enthusiastically the magazine is received by foreigners in a foreign country.

I am what is known as an *assistant d'anglais* at this French secondary school. The interest your lively magazine holds for my students would be most gratifying to you, I'm sure. They scramble to be the one to whom it is lent out after class use, and each copy returns to me tattered, not because of carelessness but because of going the full rounds. Such treatments as those of U. S. re-armament or the Negro problem (virtually, if not entirely, non-existent in this country) have elicited much questioning and have aided me inestimably in explaining things and promoting class discussions.

STANLEY WILLIAMS JR.

Collège de Garçons
Meaux,
Seine-et-Marne, France

More Male Nudes

Sirs:

In regard to the beautiful nudes in your recent issues, which are eliciting so much comment in letters to you, do you not realize that half your readers are women? To them the nude male body is fully as attractive as the nude female body is to your male readers. Why not give us girls a break once in a while?

HELEN HOLMES

Windham, N.Y.

Jitterbugs' Defense

Sirs:

I wish to ask, if dancing is just hugging and kissing as most clergymen state, when do you get time to kiss your girl when you're doing the jitterbug dances?

I would like very much to meet Mr. A. Devereux, whose letter about jitterbugs and America's "moronic" youth you published in your issue of Feb. 13. It is wonderful that we have the cultured Continent to fall back on when we sink to barbarism.

ROYCE BEARD

South Newport, Ky.

Sirs:

May I recall Eddie Cantor's remark of a few weeks ago: "I'd rather see our young people hailing band leaders than hailing bund leaders."

TOM EFFINGER

Milwaukee, Wis.

Sirs:

So Mr. Devereux thinks "the average young American of either sex is a high-grade moron," does he?

Well, tell him to do the following:

1. Go to the kitchen.
2. Pick up the biggest carving knife.
3. Hold it at an arm's length in a direct line with his neck.
4. Now—Swing it!

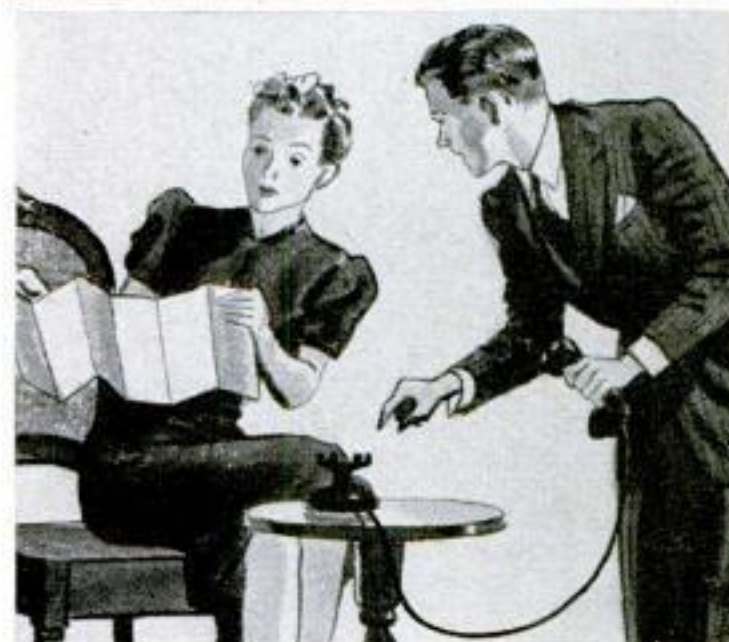
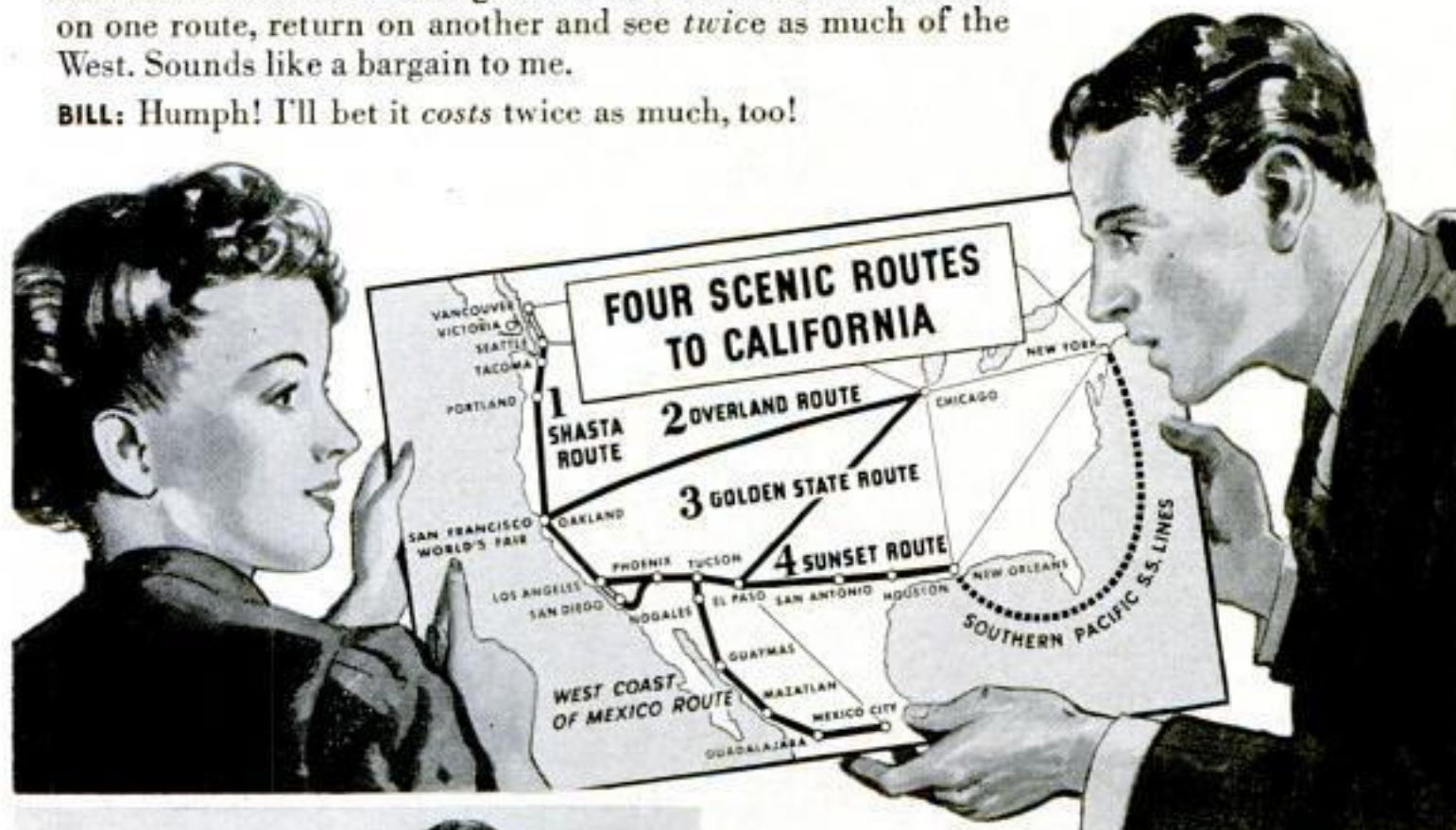
M. CORCORAN

Hollywood, Calif.

How Mary and Bill SAW TWICE AS MUCH on their trip to the San Francisco World's Fair —and saved money too!

1. MARY: Southern Pacific's got something here. They have four routes to California. We can go to the San Francisco World's Fair on one route, return on another and see twice as much of the West. Sounds like a bargain to me.

BILL: Humph! I'll bet it costs twice as much, too!



2. MARY: No—from here we can go one way and return another for the same rail fare we'd pay to go and return on the same route. And Southern Pacific has two marvelous trains that are just made for people with big ideas and little pocketbooks—like us. They're the *Californian* and *San Francisco Challenger*.

BILL: You win. Let's call up and see what it costs.



4. MARY: This San Francisco World's Fair is the most beautiful thing I ever saw. I wouldn't have missed it for anything!

BILL: You said it. We've seen the whole world, right here on Treasure Island.



3. (Aboard the *Californian* on the Golden State Route nearing Los Angeles). **MARY:** Who'd ever think you could eat dinner on the train for 35¢, lunch for 30¢ and breakfast for 25¢? Pinch me, I must be dreaming!

BILL: No, you're not dreaming. This is the *Californian* and the stewardess says this swell scenery we're passing through is Southern Arizona. I just saw an Indian.



5. (Going home on the *San Francisco Challenger*, Overland Route). **MARY:** This train is just like the *Californian*—easy on the budget.

BILL:... but the scenery's different. Now I see what they mean by "see twice as much."

**Southern
Pacific**

THE WEST'S GREATEST
TRANSPORTATION SYSTEM

MAIL THIS COUPON today for free booklets describing our economy trains and the San Francisco World's Fair. Address: O. P. Bartlett, Dept. LE-3, 310 So. Michigan Ave., Chicago, Illinois.

Name _____
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SPEAKING OF PICTURES...

... VICTORIANS LOVED THESE ROGERS GROUPS



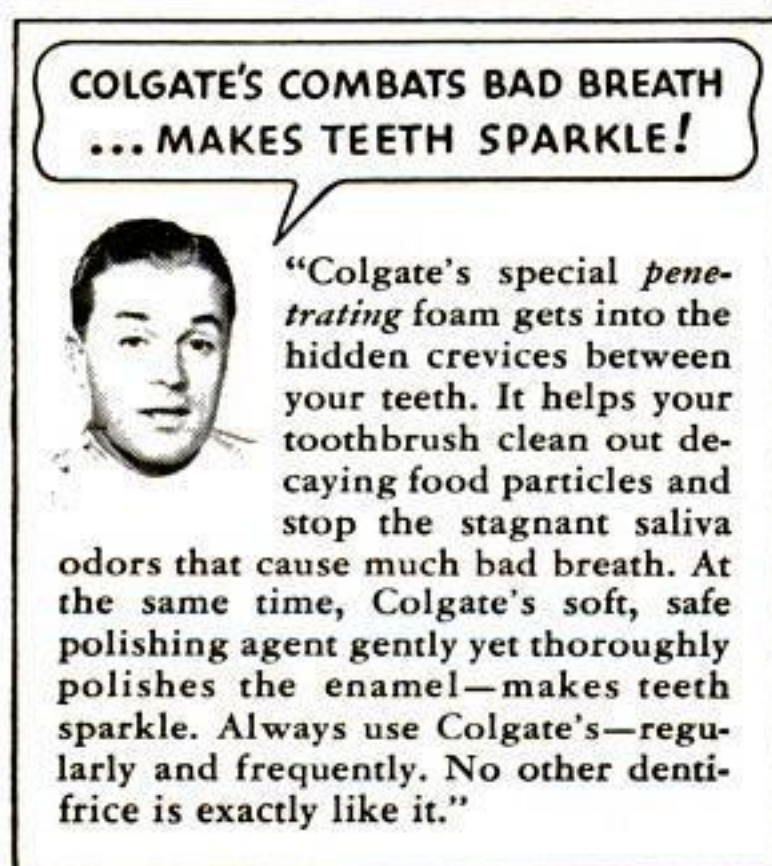
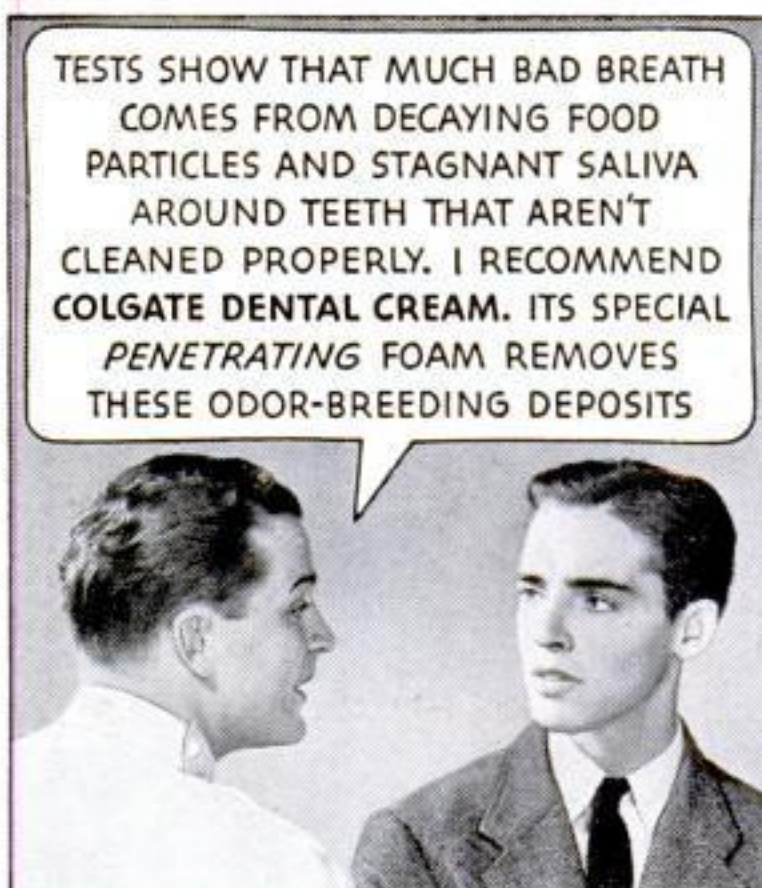
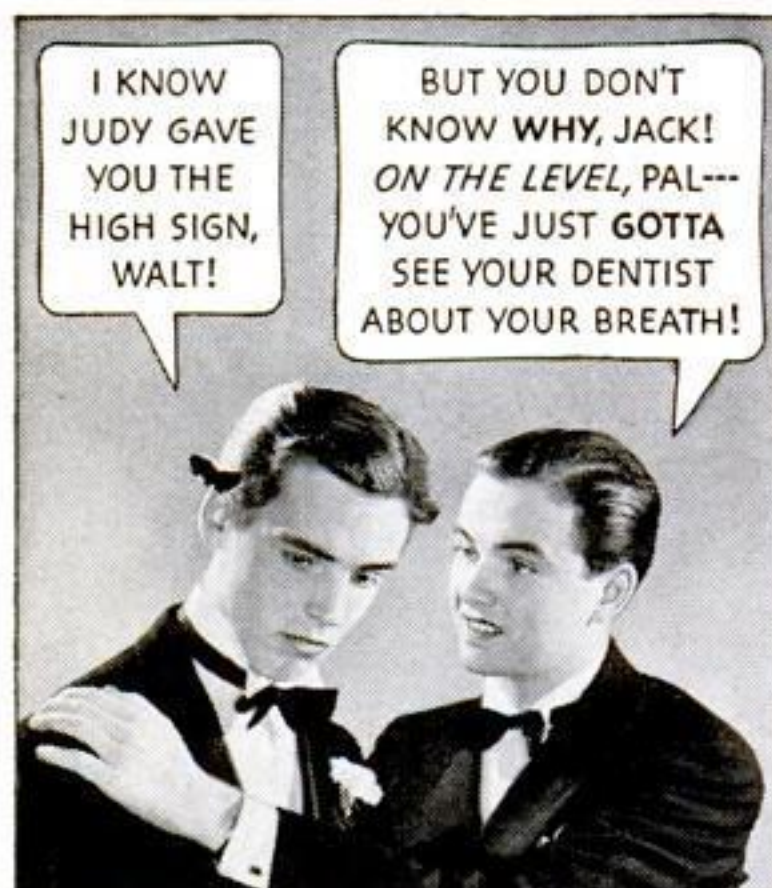
JOHN ROGERS

Between 1860 and 1900 the small plaster-statue groups of John Rogers (*inset*) were as integral a part of American living rooms as Currier & Ives prints. Though not great art, they appealed to Victorian housewives who were tired of pompous busts and droopy-eyed nudes and welcomed Rogers' inexpensive but amusing, sentimental and highly realistic scenes of everyday life. His wealthier admirers bought his work cast in expensive bronze for their ornate palm-potted parlors.

The creator of these groups was a self-tutored Salem, Mass., sculptor whose 87 statues decorated 100,000 homes. The Civil War inspired his earliest works like *Challenging the Union Vote* (*opposite page*) and his popular group of Lincoln, Grant and Stanton. Later he chose subjects from literature, like the Romeo and Juliet group (*below, left*), but in his last and most popular stage he kept to homespun scenes like the remaining ones on these pages.

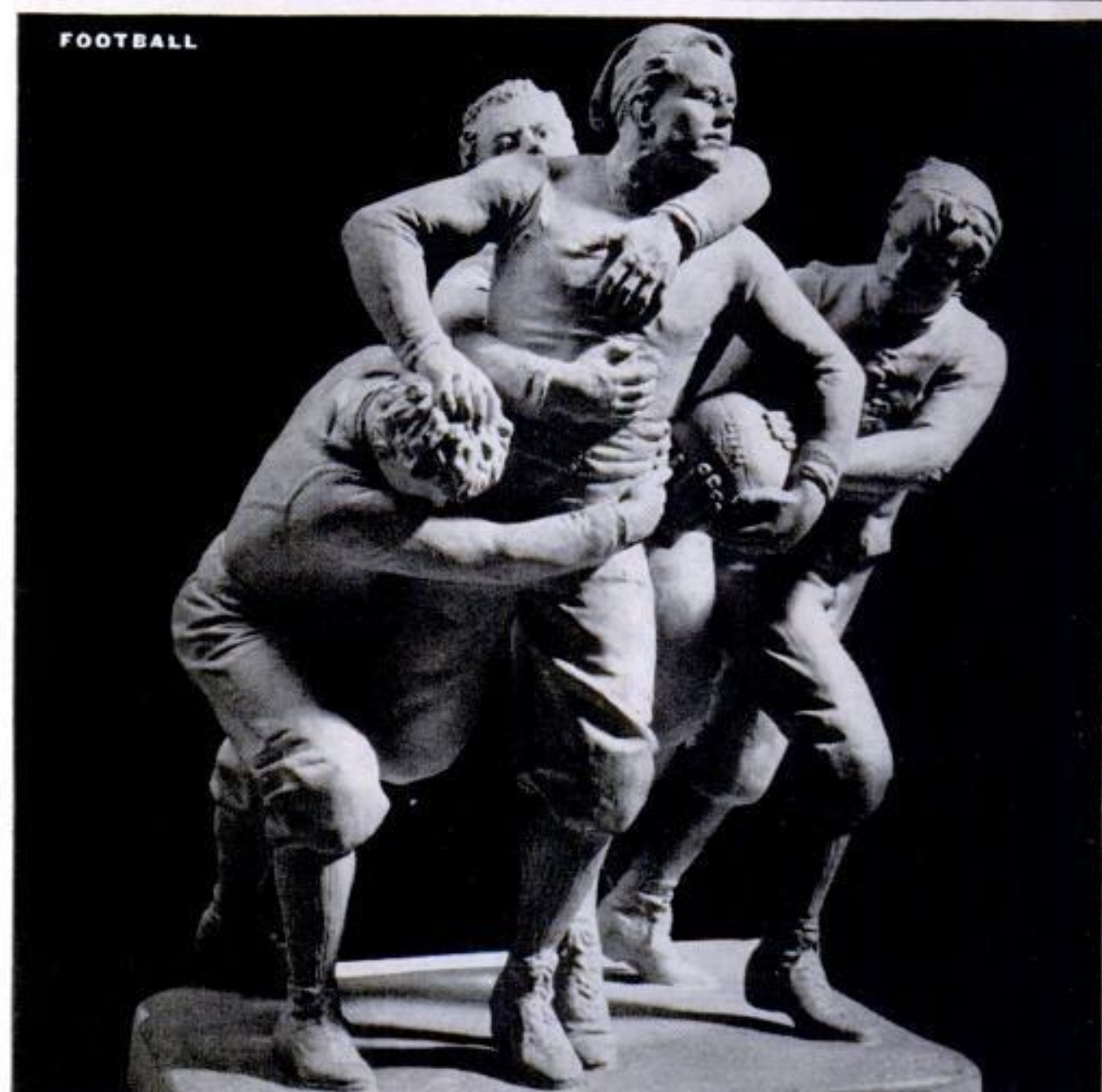
With the end of the Victorian Era, this kind of sculpture lost popularity. Yet today collectors pay \$300 for rare Rogers' items, and The New York Historical Society in New York is currently displaying his work.





SPEAKING OF PICTURES

(continued)



LIFE

Vol. 6, No. 10

March 6, 1939

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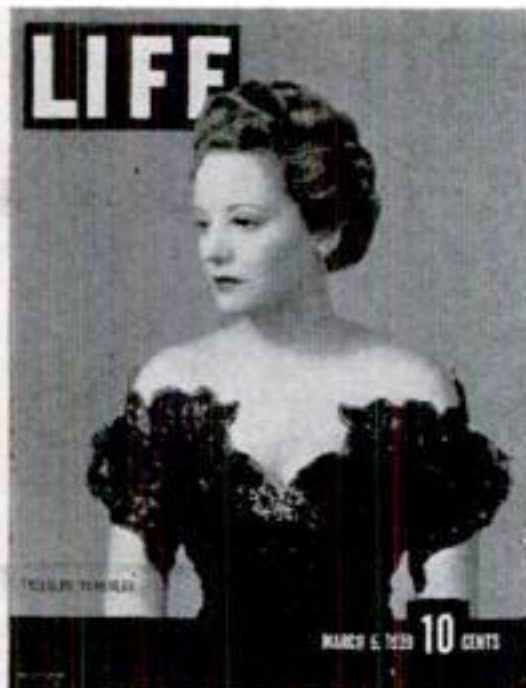
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LIFE'S COVER: Tallulah Bankhead here wears the pompadour and décolleté gown of a 1900 Southern matron in *The Little Foxes*. This role, which presents her for the first time as a mother, is her first big hit in the U.S. Though she is the daughter of Speaker William Bankhead of the House of Representatives, the niece of Senator John Bankhead of Alabama and the granddaughter of the late Senator John Bankhead, she has never traded on her family background, but stands firmly on her own talent as one of the great women of the stage.

EDITOR: Henry R. Luce

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1. IF ONLY I HAD YOUR VIM, VIGOR AND VITALITY. WHERE DO YOU GET 'EM, SUE?

VITAMINS, TOM. I ALWAYS GET MY VITAMINS!

2. DAD'S A DOCTOR, YOU KNOW. AND HE SAYS YOU'VE GOT TO HAVE VITAMINS FOR PEP. HE'S STARTED ME EATING A PERFECTLY DELICIOUS BREAKFAST CEREAL CALLED KELLOGG'S PEP. THAT'S RICH IN VITAMINS B AND D. IT'S SWELL—YOU'D LIKE IT

3. SUE, IF VITAMINS WILL GIVE ME YOUR ZIP AND ZEST, I'LL START EATING KELLOGG'S PEP TOMORROW

IF YOU, TOO, HAVE LACKED VITAMINS, DISCOVER THE GRAND THINGS THEY CAN DO FOR YOU! AND TO HELP GET YOUR VITAMINS, EAT KELLOGG'S PEP! IT'S A SUPREMELY



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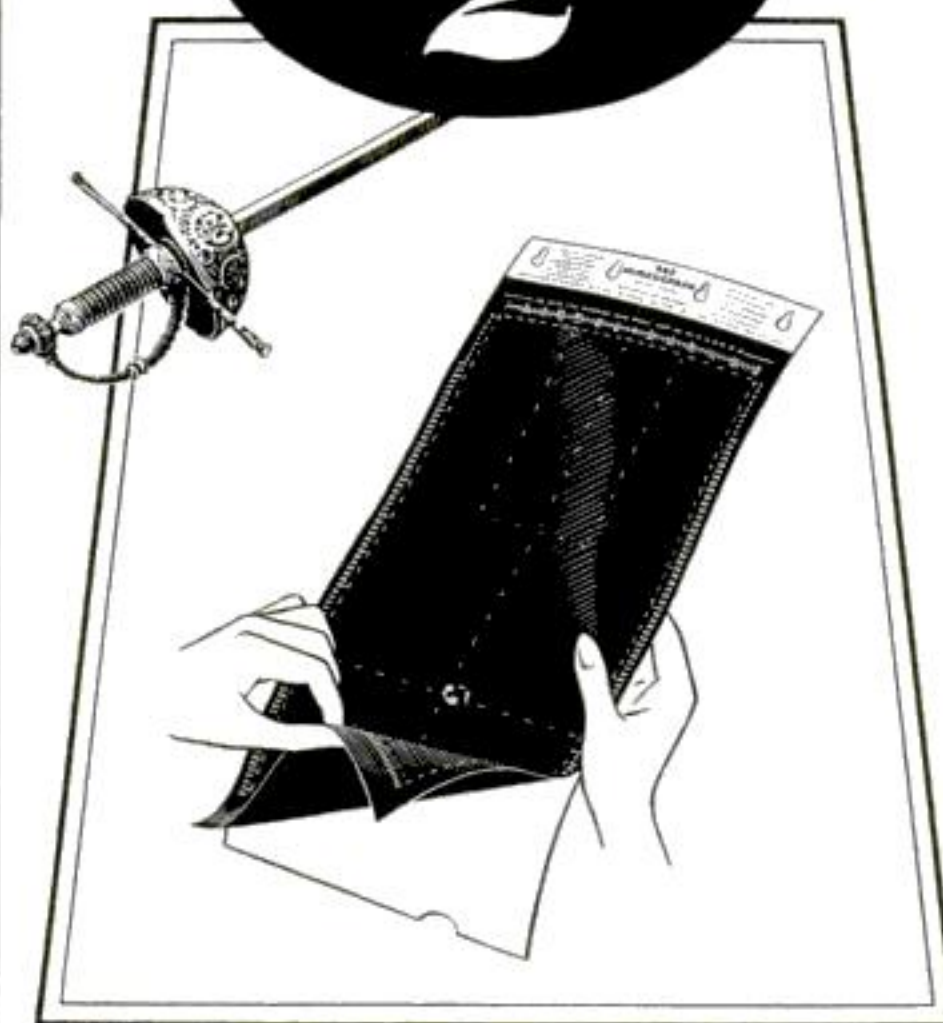
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Treasure Island, dredged from the silt of San Francisco Bay, comprises 400 man-made acres created for the 1939 Golden Gate Exposition and a future Pacific airport. Its

dominant architectural feature is the Tower of the Sun (*left corner*). The Gayway sprawls in right foreground. Main exhibit section is in the center. This picture, taken from

3,000 ft. looks west toward San Francisco and the Pacific. Long thoroughfare stretching from Ferry Building to Twin Peaks is Market Street. Left: Oakland Bridge, Goat Island.

SAN FRANCISCO OPENS ITS GOLDEN GATE EXPOSITION WITH WILD WEST WALLOP

At noon on Feb. 18 an airplane circled over San Francisco Bay and a photographer snapped the remarkable aerial view you see above, showing Treasure Island, the San Francisco peninsula and the Pacific Ocean beyond. At the same moment, bells tolled in the soaring Tower of the Sun and to travelers from every corner of the world the Golden Gate International Exposition was declared officially open. Actually cars and ferries had been debouching sight-seers since 8 a.m., and thousands were already moving among the gleaming spires and colonnades that for months they had seen rising across the bay.

In 1869 when the first transcontinental railroad was completed, San Francisco began celebrating three days before the driving of the final golden spike. Seventy years of industrial expansion have

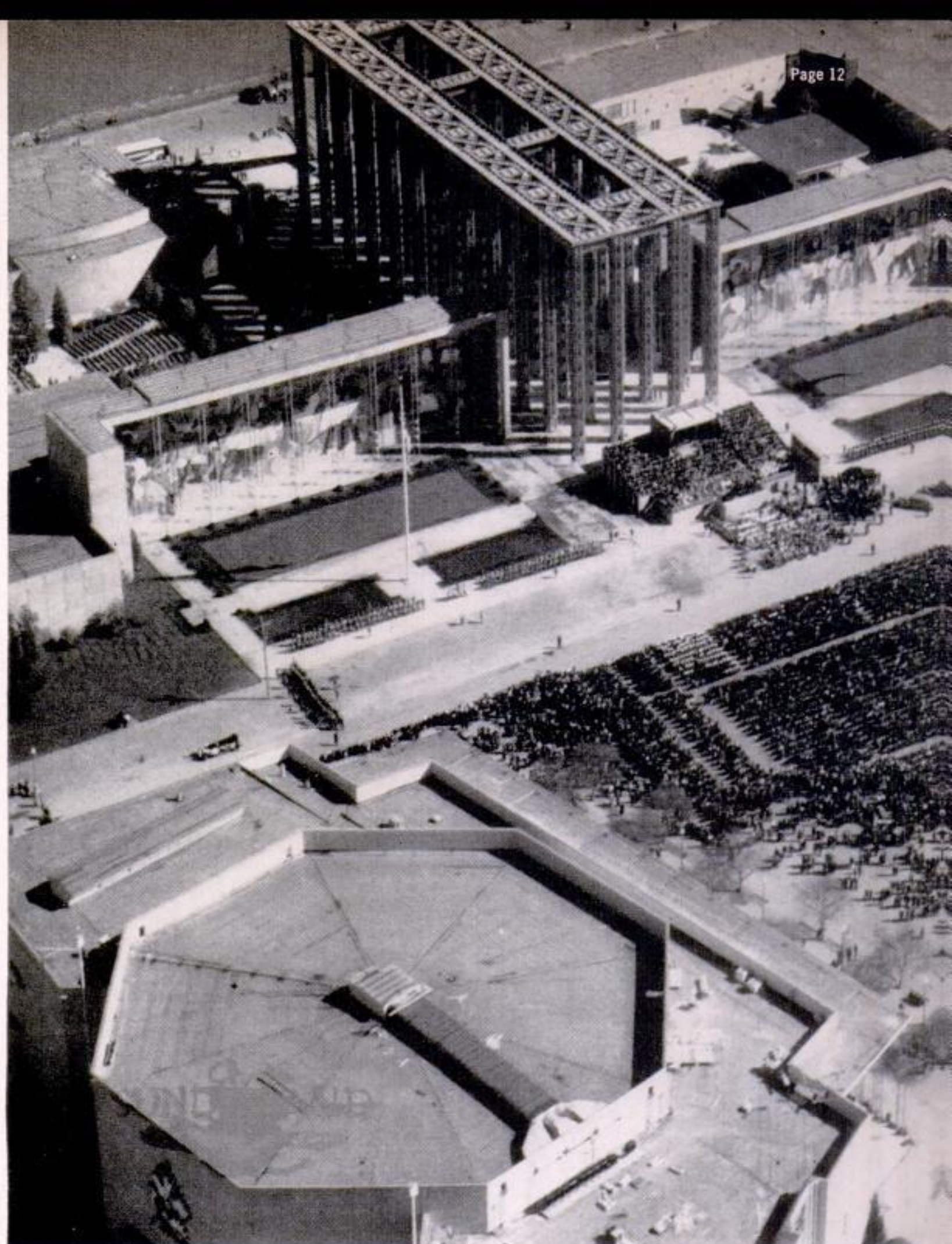
not diminished the vitality of this robustious and cosmopolitan city. For a week before the formal opening of Treasure Island San Francisco reverted to frontier ways. Business stopped and citizens paraded the streets in chaps, sombreros, sashes and flowered waistcoats. Dragons danced in Chinatown. Guns swung from hips and thousands of blank cartridges were exploded in barrooms and on main boulevards. Half the men in town grew whiskers, ranging from burnsides and goatees to mononychous beavers.

For sheer fun and enthusiasm the Golden Gate Exposition was off to such a fine flying start that across the continent, New Yorkers were gravely concluding that their more expensive and pretentious World of Tomorrow, scheduled to open April 30, would have to hump itself to match San Francisco's pace.

THE PAGEANT OF THE PACIFIC



A NEWSPAPER VENDOR DRESSES UP IN COWBOY CLOTHES TO MATCH HIS HEADLINES



OPENING CEREMONIES OF EXPOSITION TOOK PLACE IN THE COURT OF THE NATION BEFORE



Dancing in the streets took place daily. Reel, shown here, was performed by staff of San Francisco Bank, one of the largest savings institutions in West, in front of a branch office.

A SMALL SAN FRANCISCAN INSPECTS THE HOOSGOW OF A "KANGAROO COURT"



In lieu of a horse, a San Francisco cowboy decorates his automobile for the fair and attaches a dummy deadhead to the roof.

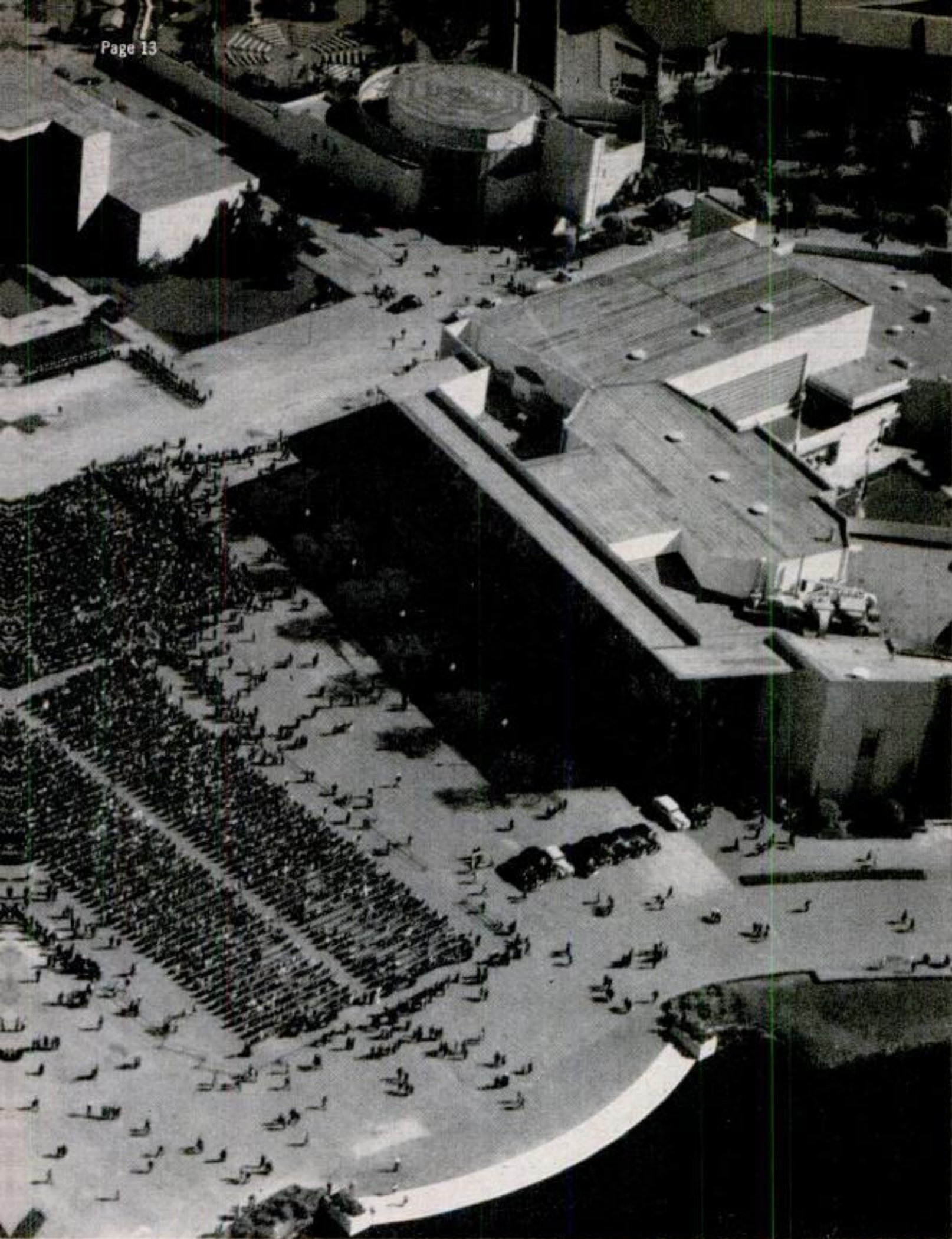
EVEN GIRLS CARRIED GUNS, FIRED BLANKS FOR FUN



In the head office of the venerable 71-year-old San

JAPANESE GIRLS PARADE





COLONNADE OF THE FEDERAL BUILDING. THE FIRST DAY: 143,497 PEOPLE ATTENDED THE FAIR



A MEXICAN RIDES FANCY FIGURES IN A SAN FRANCISCO PRE-FAIR PARADE



San Francisco Bank, employees sang songs, held open house.

WITH CHERRY BLOSSOMS



Jealous of San Francisco's fame, officials of the Los Angeles Chamber of Commerce stake out their claims on fair's Treasure Island.

JOHN LAW'S EFFIGY IS STRUNG UP IN CALIFORNIA ST.



Pageant of the Pacific depicts among other events driving of golden spike that marked completion of the last link in the first transcontinental railroad, at Promontory, Utah in 1869.

HUGE RELIEF MAP OF PACIFIC SHOWS THE CIVILIZATIONS CONTRIBUTING TO FAIR



CONTINUED ON NEXT PAGE

THE GAYWAY

Its displays of freaks and flesh are the cash keystone of the fair

Least imposing, least ornamental, least photographed part of every big exposition is its amusement section. To fair promoters it is by far the most important. Heroic sculpture, colored fountains, pulsating machinery each may attract some fraction of the attending public but they never pull in the cash like a well-muscled dancer or a row of undressed girls. It was Little Egypt, the hootchy-kootcher, who made Chicago's 1893 Exposition most memorable. Sally Rand fanned the Century of Progress to financial success in 1933-34, and Billy Rose's girlies enchanted Fort Worth in 1936. A nudist colony called Zoro Gardens packed them in at San Diego in 1935. It was lack of nudity that made the Philadelphia Sesqui-centennial of 1926 such a pale and profitless flop.

San Francisco took no chances. Treasure Island's Gayway (i.e., "midway") covers 40 of the island's 400 acres, offers some 55 attractions including Adam & Eve in the Garden of Eden, Paris After Midnight, Virgins in Cellophane, DuBarry's on the Half Shell. Biggest hit of all is Sally Rand's Nude Ranch, where 47 girls, dressed only in hats, bandannas, boots and G strings participate vigorously from 1 p.m. to 2 a.m. daily in various outdoor sports.

Whether or not Miss Rand and other artistic strippers will be permitted to lift New York's World's Fair out of static splendor is a question still unresolved. Last week, while reformers and impresarios clamored bitterly at fair headquarters, shapely Ann Corio, *première strippense* of the burlesque circuit, started a campaign of her own (inset). She declared she would picket the New York Fair on opening day and thereafter until officials found a place for the Body Beautiful.



ANN CORIO



CROWDS MOVE DOWN TREASURE ISLAND'S GAYWAY. SECOND BUILDING FROM RIGHT: SALLY RAND'S NUDE RANCH



Second most popular attraction among Gayway exhibits is Robert L. Ripley's "Believe-It-Or-Not" collection of freaks and curiosities.



A Diving bell takes 14 passengers at a time down 40 ft. to bottom of tank filled with salt water, seaweed, sharks.

SALLY RAND'S NUDE RANCH



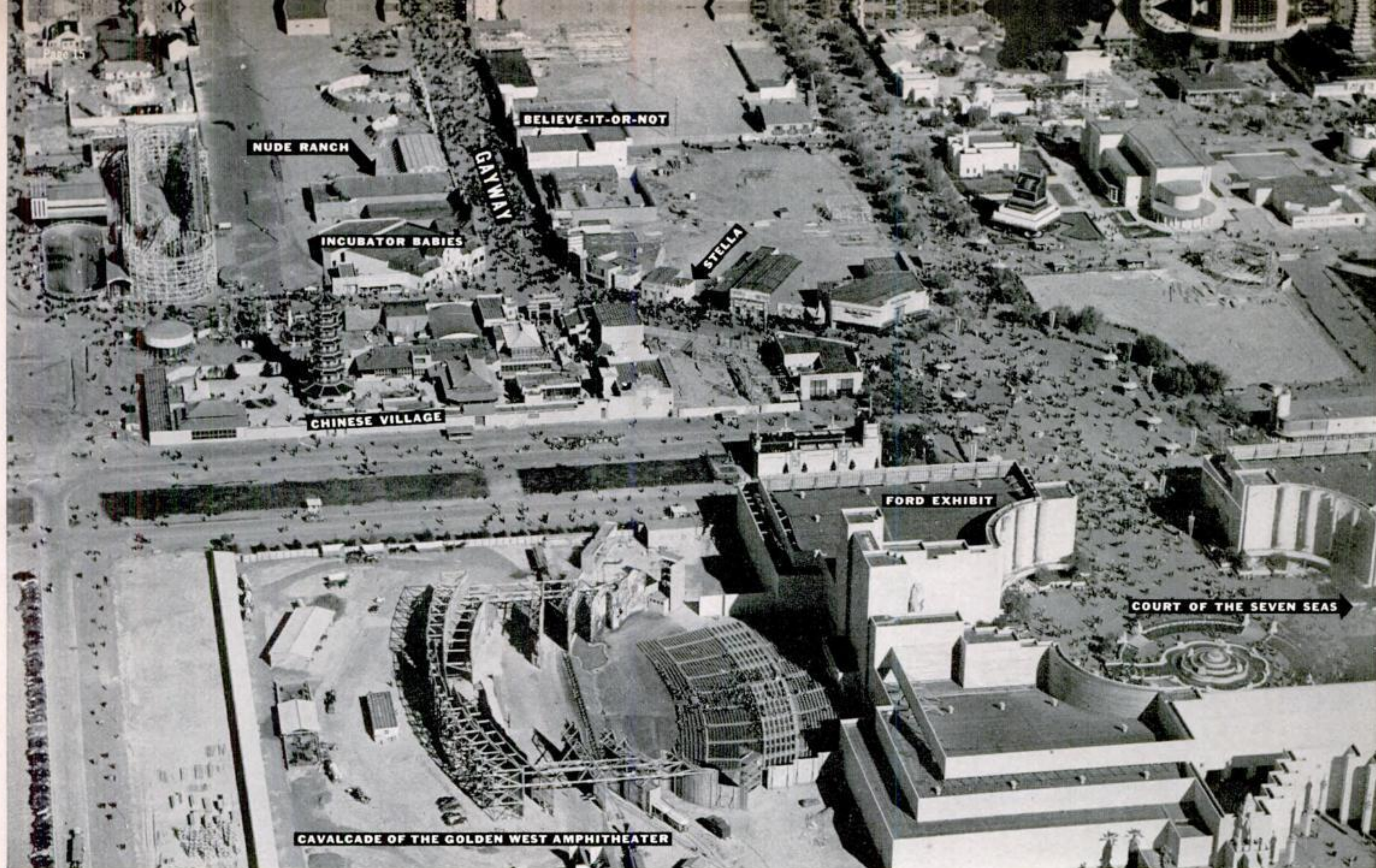
Up Market Street, Sally Rand's Nude Ranchettes rode in a pre-fair parade Feb. 17. Next day they took off their bandannas.



Personal appearance was made by Boss Rand for this publicity picture. She does not perform with her ranchettes. Notice "S.R." brand on hip (right).



Pitching horseshoes is one of many games played by busy girls in the Nude Ranch.



BEYOND THE ARCHITECTURAL SPLENDORS, ON THE NORTH END OF THE ISLAND, CROWDS SWARM AND SCATTER MONEY AMONG THE GAYWAY'S LIVELY CONCESSIONAIRES

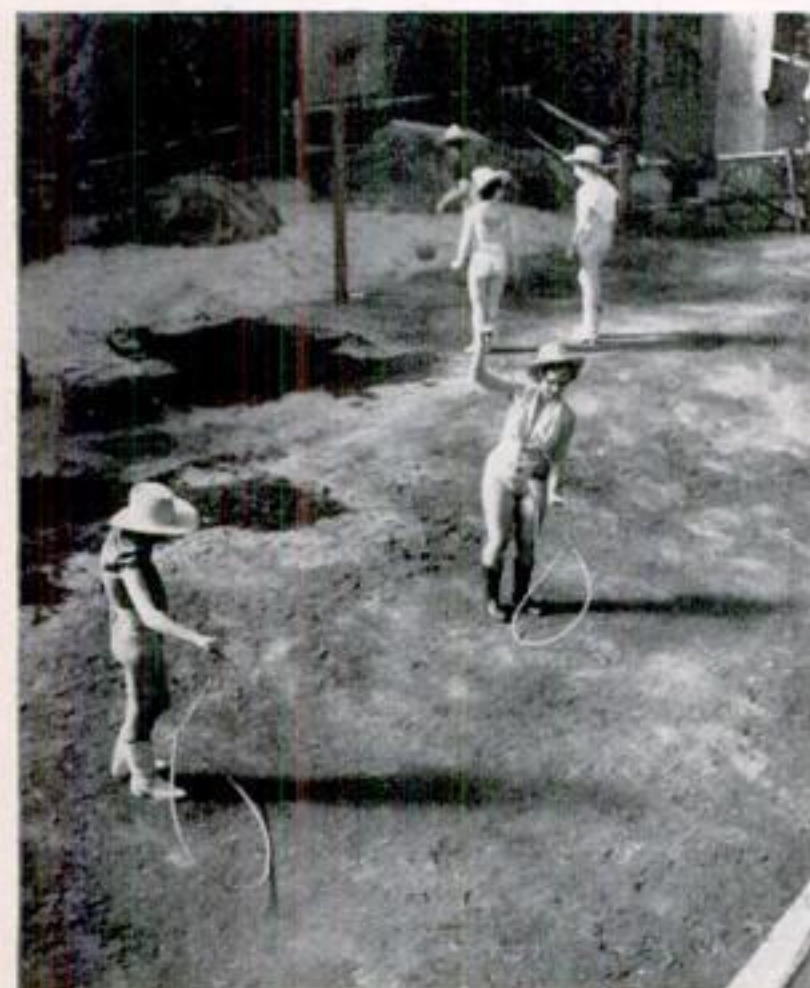


Fifth biggest attraction of the Gayway is Stella, who first appeared at the Panama Pacific International Exposition of 1915.



Stella grossed \$100,000 in 1915. A string, attached to the back of the painting, is pulled back and forth, causes Stella

to "breathe." After the Panama Exposition a dozen imitation Stellas appeared. This one is said to be the original.



Twirling lariats is very fatiguing. The girls get 20 minutes off each hour, work eight hours daily.



Basketball and burros keep girls in motion. Of 47 girls in troupe, 20 appear at a time. They spend time off reading, resting, taking showers.



Badminton. In the first six days 63,449 people paid 25¢ each to stand before a glass screen, watch rancherettes work out.

LIFE ON THE NEWSFRONTS OF THE WORLD

Fair opening, Pope's burial, Nazis in New York, Hopkins boom make a great news-picture week

The combined spectacle of a World's Fair opening in San Francisco (p. 11), a King's sister pledged to a Crown Prince (opposite page), the burial of a Pope in Rome (p. 20), Nazi bully-boys beating a Jew on a New York platform (p. 22), a boy who made good going back to his hometown to start his Presidential boom (p. 18), new ships of war (p. 65) and ships of peace (p. 74), and America's homespun Fascists in action (p. 57) made the news-picture week of Feb. 18-25 one long to be remembered.

Recovery for Reform. "With the emphasis shifted from



MORGENTHAU

reform to recovery, this Administration is now determined to promote that recovery with all the vigor and power at its command."

Thus was the new course and concentration of the New Deal for its remaining two years in office charted at Des Moines on Feb. 24 by Harry Lloyd Hopkins, simultaneously making

his maiden speech as Secretary of Commerce and re-establishing himself as an Iowan for 1940 Presidential purposes (see p. 18). Following up President Roosevelt's assurance to Business of no new taxes on Feb. 17, and Secretary of the Treasury Morgenthau's invitation to Congress to "take a look at the tax laws to see if there are any deterrents holding the businessman back from making future commitments" on Feb. 23, Secretary Hopkins laid down the following conciliatory program:

- 1) "The placing of far more people on private payrolls is a simple statement of our objectives."
- 2) "Businessmen have to make money to hire workers."
- 3) "Any Federal taxes which tend to freeze the necessary flow of capital should be amended."
- 4) "Labor's contribution to a rising national income must be tolerance and fairness in reaching just agreements with employers."
- 5) "If we could find a way to break the log-jam of private investment in the fields of utilities, railroads and housing, we will have gone a long way toward making the essential steps to ultimate recovery."

Road-to-War Note. Mak-

ing the biggest fist yet at the Dictators, Senator Key Pittman of Nevada took to the radio on Feb. 20 to declare that America is ready to defend its rights "throughout the universe," that Americans are ready to die for things they "consider worth more than life," that both British appeasement of the Dictators and American isolationism are folly since every man has to die some time and "it is far better that he die a few days earlier for Christianity, justice and liberty than that he live a little longer in cowardice and degeneracy." Senator Pittman is chairman of the Senate Foreign Relations Committee.



PITTMAN

Spanish Italians. The world last week prepared to recognize Generalissimo Franco as the lawful chief of Spain. Even the French Chamber of Deputies voted 323 to 261 in favor. And Franco's backer, slippery Juan March, set up a company in England to sell British



MARCH

food and steel to Nationalist Spain. In Barcelona, Caudillo (The Chief) Franco reviewed the army that had conquered Catalonia. Down the renamed Avenida del Caudillo marched 80,000 troops, headed by 16,000 Italians and their General Gambara on a prancing chestnut pony. In the sky 30 Italian planes made the Fascist sign of a fasces. Another Italian, Commander in Chief Badoglio, last week appeared in Italian Libya, together with several German generals. Some observers saw a one-in-five chance of a lightning Italian blow. Italians in French Corsica had already been called home.

Year of the Hare. Free-

dom-loving China last week celebrated quietly the end of the Year of the Tiger in which Chinese fought like tigers, and the birth of the Year of the Hare. This year China by fast footwork plans to keep out of Japan's reach. Last week Japan turned on white men, bombed a railway station in British Hong Kong and proposed to take over the International Settlement of Shanghai. Reason for the latter was that a Chinese patriot had murdered a Chinese traitor, Tcheng Loh, Foreign Minister of the puppet Nanking regime and onetime President of the Council of the League of Nations.



LOH

New Ships. *Mein Kampf*, Adolf Hitler's testament, was written for Germans, not Americans, but last week for the first time Americans could read it in full.



HITLER

On pages 28 to 31 LIFE has condensed this 700-page, rambling, windy work to its key sentences. But to determine for themselves whether Hitler still means it all or whether he has changed his mind, Americans will have to read it themselves.

Last week a widening gap appeared between Hitler's old words and Hitler's new deeds. On page 65 is shown the launching of the mightiest German battleship ever built. In *Mein Kampf* Hitler rejects forever a German challenge to British sea power, declares that Germany must, instead, fight eastward for European land. His idol, Bismarck, for whom the new ship was named, thought the same thing.

The British, however, were taking no chances on

whether or not Hitler had changed his mind. They too last week launched a 35,000-ton battleship, the *King George V*, first of nine dreadnaughts now a-building and first one launched in 14 years. Hitler conveyed to Britain his pained surprise, just as if he still meant Britain no harm. And last week Moscow too announced the launching of a new warship in such vague terms that nobody knew whether it was a torpedo boat or a battleship, or even an entirely imaginary ship.

Academy Awards. Most coveted of movie awards are the



TRACY

gold statuettes, called "Oscars," presented annually by the Academy of Motion Picture Arts and Sciences. On Feb. 23 the three top ones for 1938 were voted to people who had all won them before. Spencer Tracy won his second as best cinema actor for his part of Father Flanagan in Metro's *Boys' Town*. His first was for *Captains Courageous* in 1937. Bette Davis, whom you see in her newest role on page 54, won her second as best actress for her part in Warner Bros.' *Jezebel*. Her first was for *Dangerous* in 1935. But the "Oscar" record of the world is held by Columbia Director Frank Capra, who won his third for best picture of the year with *You Can't Take It With You*. His two previous ones were for *It Happened One Night* in 1934 and *Mr. Deeds Goes To Town* in 1936.

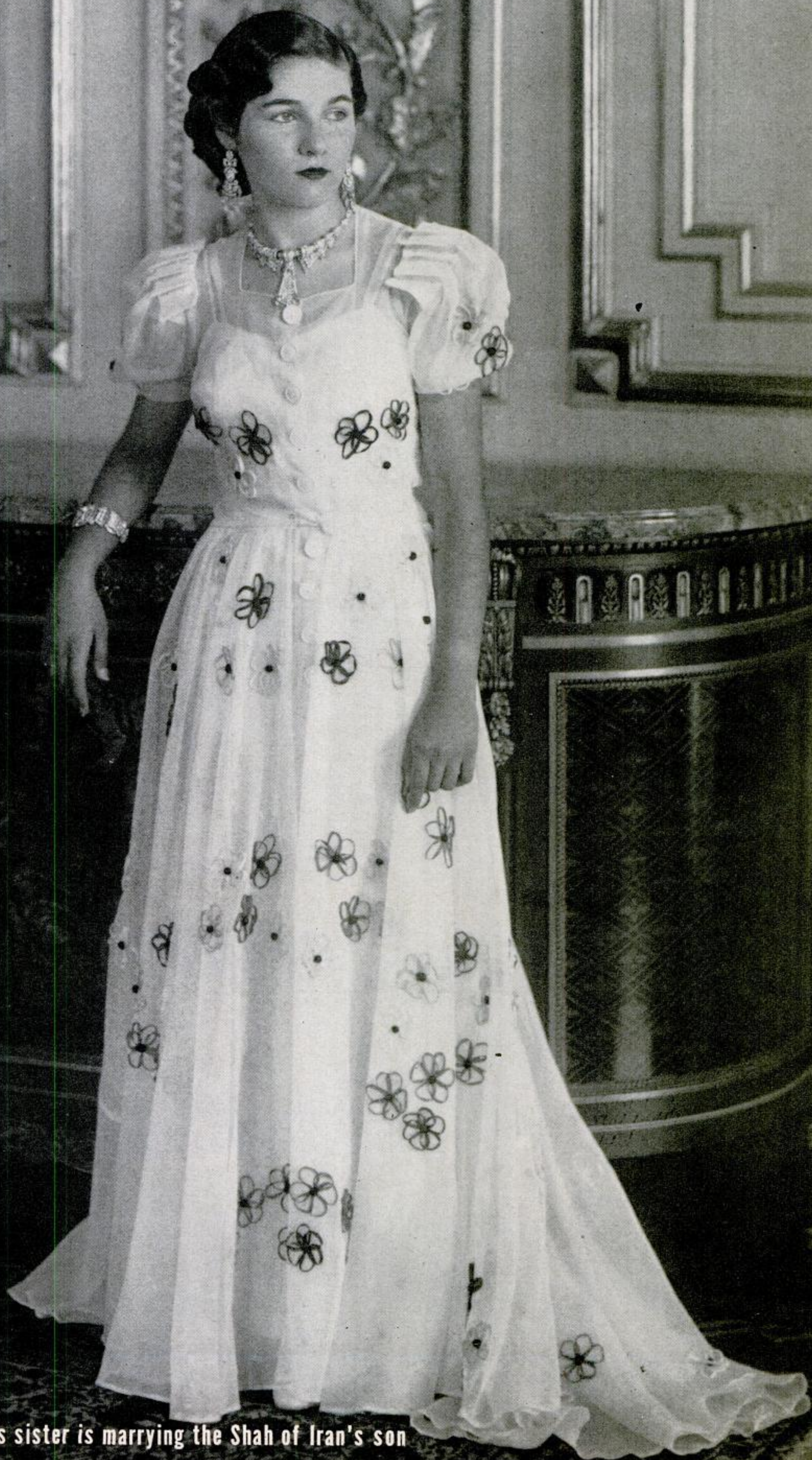
PICTURE OF THE WEEK

The hazel-eyed 17-year-old on the opposite page may be one of the most important women in the world. Her brother, 19-year-old King Farouk of Egypt, wants to be Caliph of Islam, the Moslem equivalent of Pope which lapsed in 1924 after the overthrow of



PRINCE OF IRAN

the Turkish sultanate. Farouk himself married a beautiful commoner shown on LIFE's cover, Feb. 14, 1938. But he has four attractive sisters. And nothing could be handier for him than to marry them off to the great rival dynasties of the Moslem powers. Greatest of these is Iran (Persia) whose Shah Reza Khan Pahlavi is a self-made man. Farouk has betrothed his eldest sister, Fawzya, who is said to look like Gloria Swanson (opposite page), to the Shah's son, Crown Prince Mohammed Reza. Last week the Crown Prince set out from Iran to claim his bride in Cairo. Because Iranian law compels him to marry an Iranian, Fawzya has been made a citizen of Iran. On March 16, in Cairo, the marriage contract will be drawn up. Then Fawzya and her mother and sisters will sail back to Iran with the Crown Prince on King Farouk's yacht for the marriage in Teheran. Lasting four days, it will reach its climax on April 24, anniversary of the day the Shah was enthroned in 1926.



Pan-Islamic Romance: The King of Egypt's sister is marrying the Shah of Iran's son

HARRY HOPKINS' PRESIDENTIAL

If President Roosevelt does not choose to run for a third term, it is generally believed that his choice as a successor will be Secretary of Commerce Harry Hopkins. Last week Mr. Hopkins made his first move toward starting a political campaign by getting himself firmly established as a loyal son of Iowa. His home for most of 25 years has been New York City but New York's Democratic machine will have none of him as a favorite son. So Mr. Hopkins turned to the State where he was born and went to college. His triumphal return as the boy who made good was almost the first that Iowa had seen of him for a quarter century.

Arriving at Grinnell, where he used to live, Hopkins looked up old friends, shook hands, talked to farmers and a few of the political leaders whose support he must get to be Iowa's candi-



1 He eats a supper of oyster stew in the kitchen of Mr. & Mrs. Robert Y. Kerr, his hosts in Iowa. Mrs. Kerr was Hopkins' assistant in the WPA and

accompanied him from Washington. Her husband is the alumni secretary of Grinnell College. All three were students together at Grinnell, graduating in 1912.



2 He writes his speech for the Des Moines dinner in the Kerrs' parlor. Below, at Methodist Church, he is given a reception after the Grinnell basket-

ball game. When Hopkins was a boy his devout Methodist mother made him go to this church, with his three brothers and a sister, about six times a week.



3 At the basketball game between Grinnell and Tulsa, Hopkins jumps nimbly out of bleachers to congratulate the teams. Grinnell lost.



4 He presents a blanket to a player. Hopkins as a student was on the team and his rough playing won him the nickname "Dirty."

BOOM BEGINS IN NATIVE IOWA

date. At Grinnell College, where as an undergraduate he ran campus politics, he was guest of honor at a basketball game. On Feb. 24 he climaxed his visit with a highly important speech at Des Moines in which, on behalf of the New Deal, he extended the hand of friendship to Business (see p. 16).

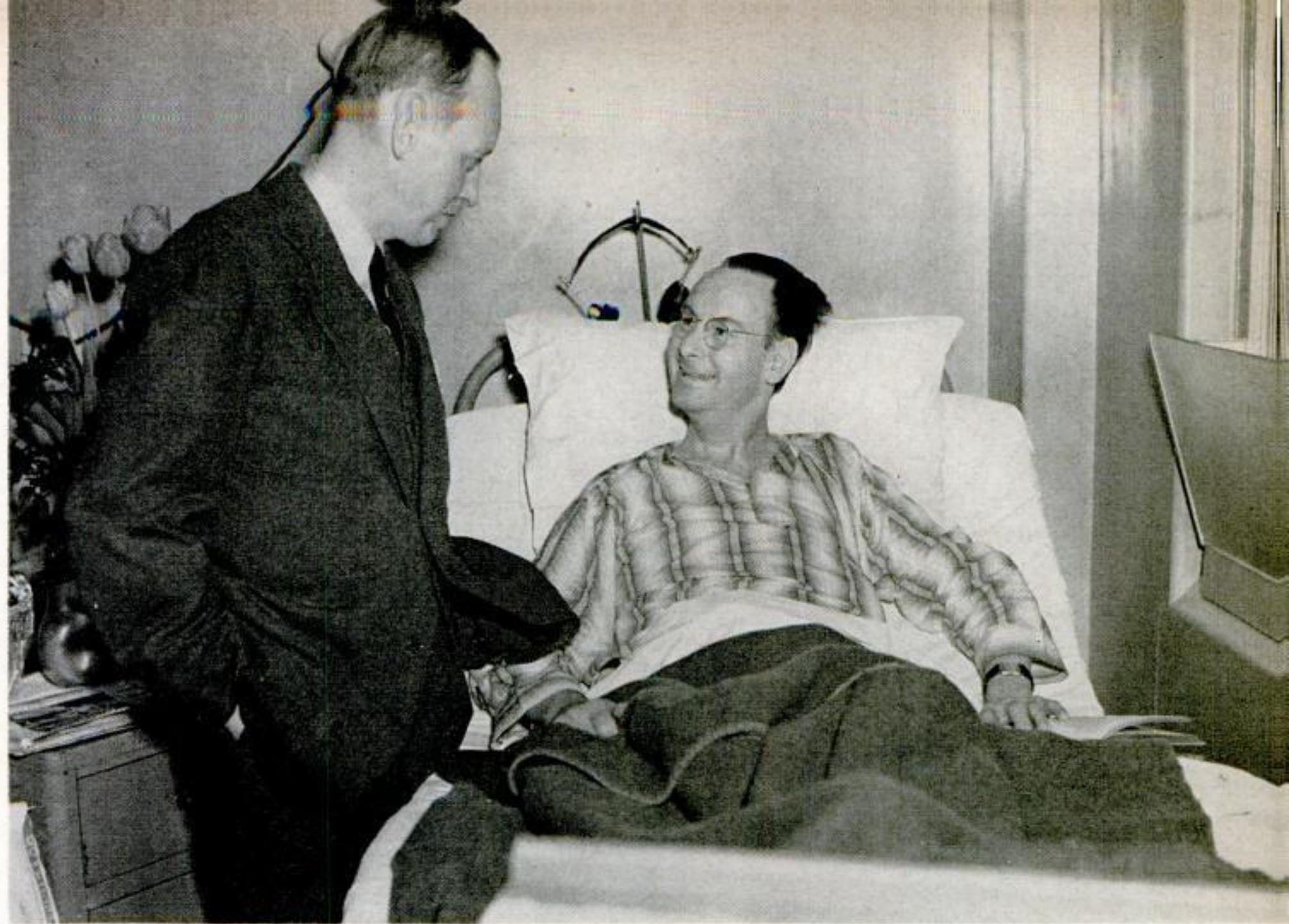
The last significant words of the Hopkins speech were a promise of his wish "to serve my country well." Next day a Washington *Post* cartoonist depicted him as a young salesman of a book titled "Life Begins at '40," calling at an Iowa farmhouse and saying, "I'm working my way through the Electoral College." In Florida James A. Farley, who will have a lot to say as to whether the Democratic Party wants Mr. Hopkins as much as Mr. Hopkins wants the Democratic Party in 1940, observed: "It certainly sounded like an acceptance speech to me."



5 The hero gives autographs to boys after the church reception. Harry Hopkins as a boy, 35 years ago, was one of the town hell-raisers.



6 He addresses the legislature at Des Moines. Hopkins is in for a struggle to get the support of Democratic leaders in his own State.



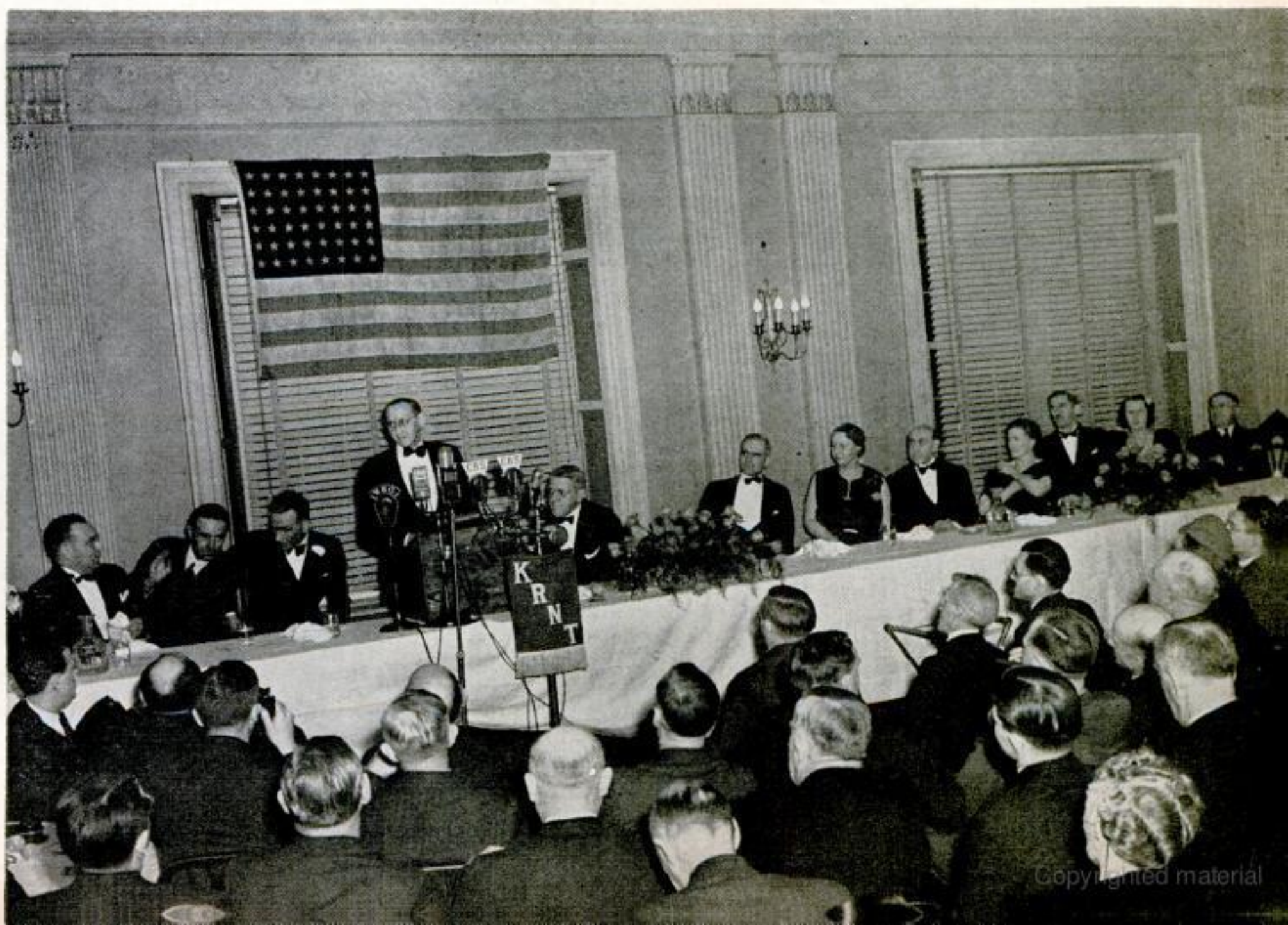
7 At the Veterans' Hospital in Des Moines he pays a call on an old friend, Bernard Carney. Although he had not seen most of his Iowa acquaintances

for some 25 years, until this trip, he told them that he always thought of Iowa as his home. Many Iowans were surprised to hear that Hopkins was born there.



8 He talks over old times with a Grinnell classmate, Mrs. Dennis Kelly, and Banker B. F. Kaufman, who introduced him at the banquet (below). The

second man to the left of Hopkins, with hand raised, is W. Averell Harriman, board chairman of the Union Pacific Railroad and Hopkins' best Big Business friend.



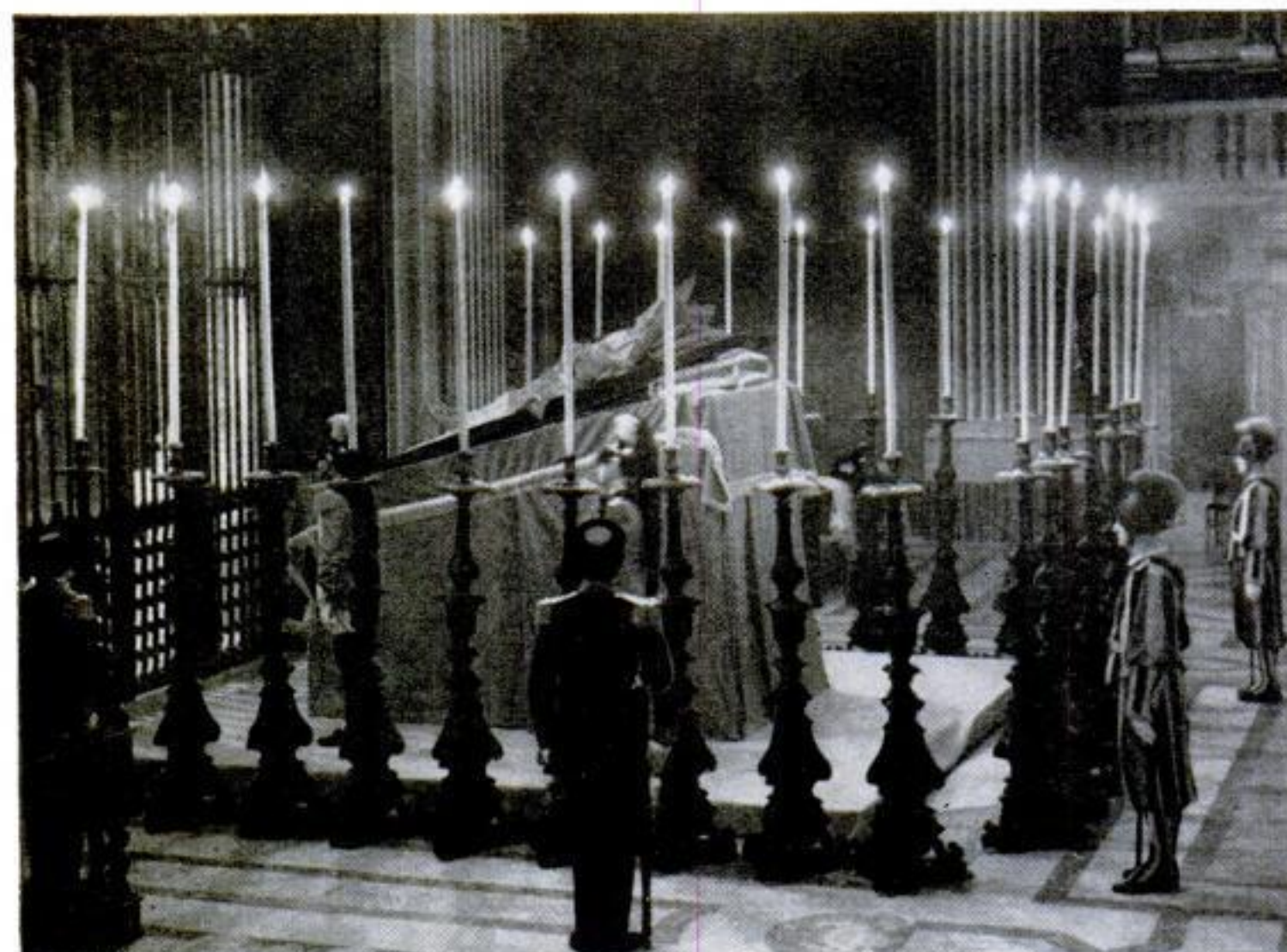
THE BODY OF POPE PIUS XI GOES TO ETERNAL REST BENEATH ST. PETER'S



Pope Pius XI lies in death on his iron bed, Feb. 10. He is dressed in white clothes with a mantle and hood of red velvet and ermine, embroidered red slippers and white gloves. Wearing skullcap beside bed is French Cardinal Verdier. A *prie-dieu* is at foot of the bed.



In the Sistine Chapel, Pius XI lies at dawn, Feb. 11, dressed in pontifical robes, ready to be transferred to St. Peter's. Lighted by twelve 5-ft. candles, Michelangelo's *Last Judgment* glows above him. Pius wears gold miter, red chasuble, red gloves with gold stars.



In the Chapel of the Blessed Sacrament, off the right aisle of St. Peter's, Pius lies on a canted catafalque, surrounded by 26 candles. The faithful view him through the gate at left. Right: Swiss Guards; foreground: Palatine Guards; nearest the body: Noble Guards.



The body is borne from Sistine Chapel (above) to St. Peter's (left, center) by Pope's carriers (*sediari*) at 5 p.m., Feb. 11. In Renaissance ruff collar is Papal Marquis Sacchetti, Quartermaster-Major to the Pope. Noble Guards in helmets, Swiss Guards in stripes.



Last resting place is the low stone vault Pius XI himself chose, underneath the Cathedral of St. Peter, between the coffins of Popes Pius X and Benedict XV. Three small Roman children mourn for him Feb. 15. The word Pope (Papa) comes from the Greek for father.

Copyrighted material



KUHN FLAYS JEWS AS HE SPEAKS IN A STORM TROOPER UNIFORM



HE HEARS A NOISE ON HIS RIGHT, TURNS TO SEE WHAT IT IS



GREENBAUM IS TACKLED BY A



GREENBAUM TRIES TO DEFEND HIMSELF WITH HIS ONE FREE ARM



HE PROTECTS HIS HEAD WITH HIS HANDS FROM A FALLING SHRUB



A HUSKY NAZI PULLS HIS



POLICE ARRIVE AS GREENBAUM IS BEING BEATEN ON THE FLOOR



POLICE STRUGGLE WITH STORM TROOPERS AS THEY KICK GREENBAUM



THE FIGHT CONTINUES AS

A POLICEMAN HOLDS OFF A NAZI WHO TRIES TO GET A LAST SWIPE



POLICE START TO CLEAR THE PLATFORM. KUHN WATCHES FROM ROSTRUM

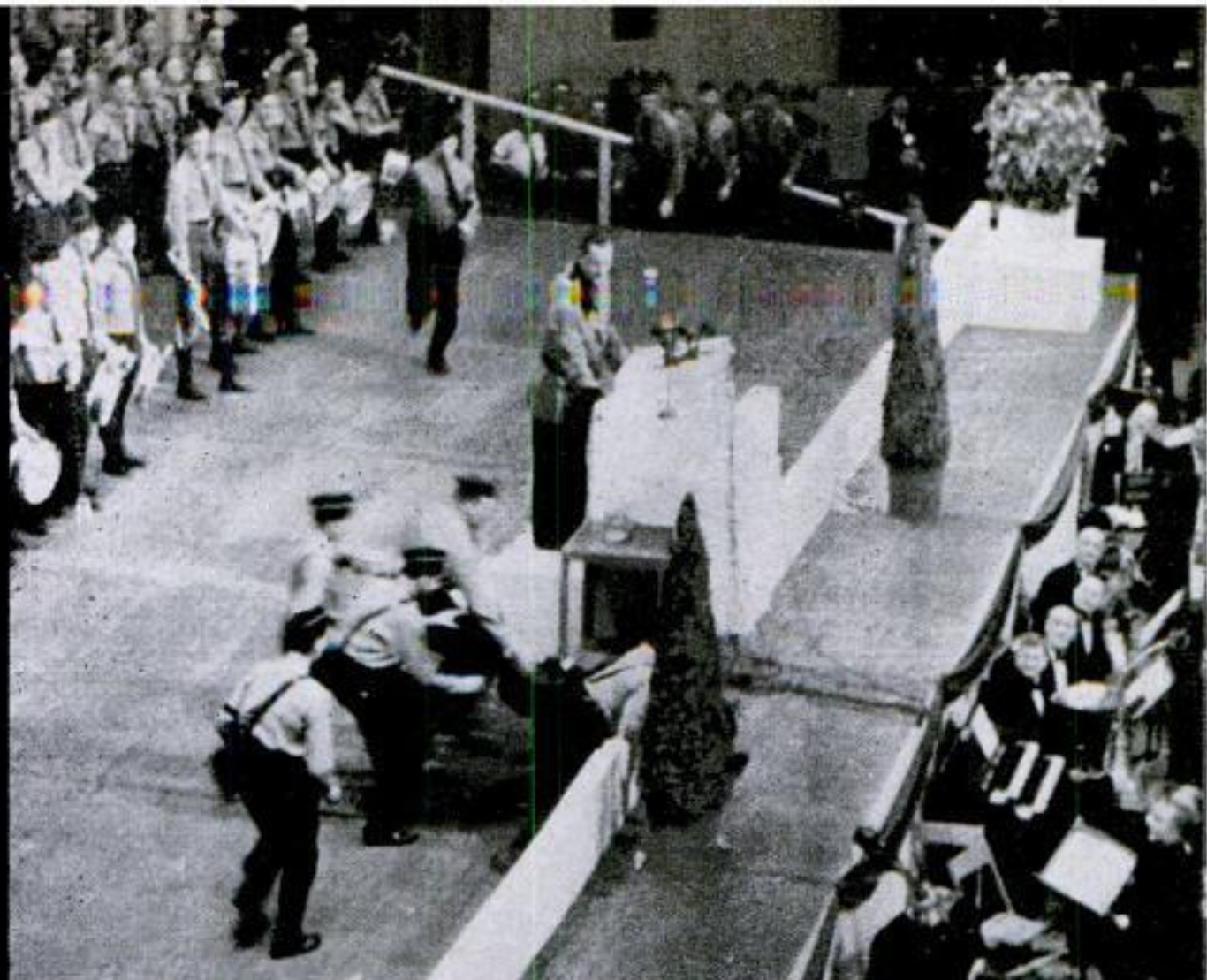


GREENBAUM HOLDS HEAD IN





NAZI ON ROSTRUM RAILING



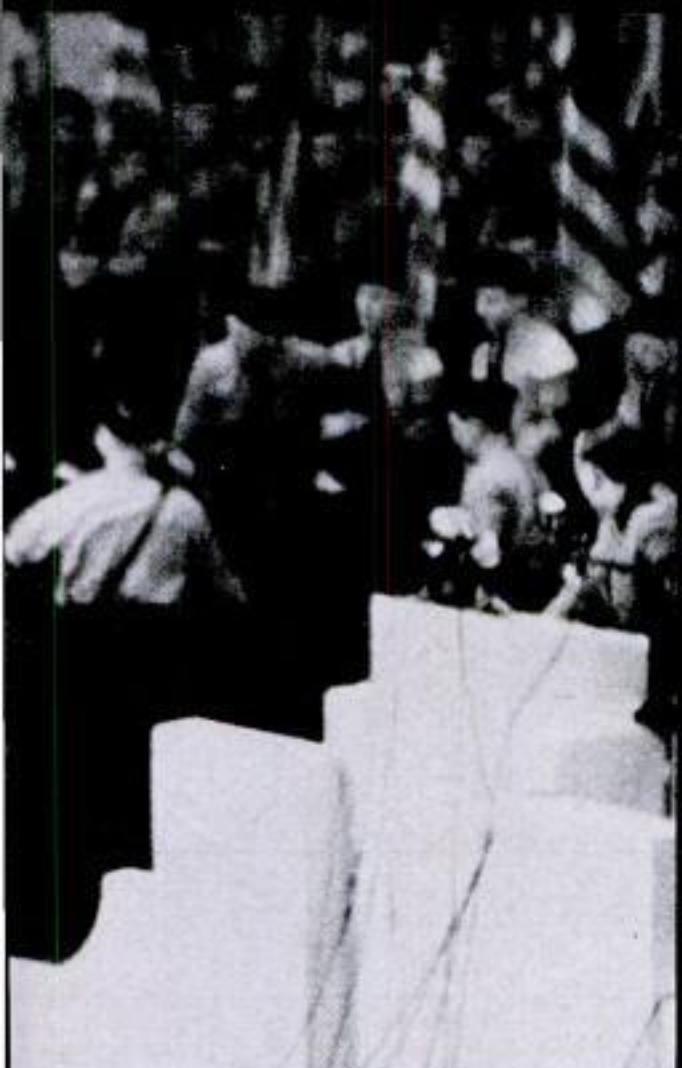
FOUR MORE STORM TROOPERS JUMP ON HIM, START PULLING HIS LEGS



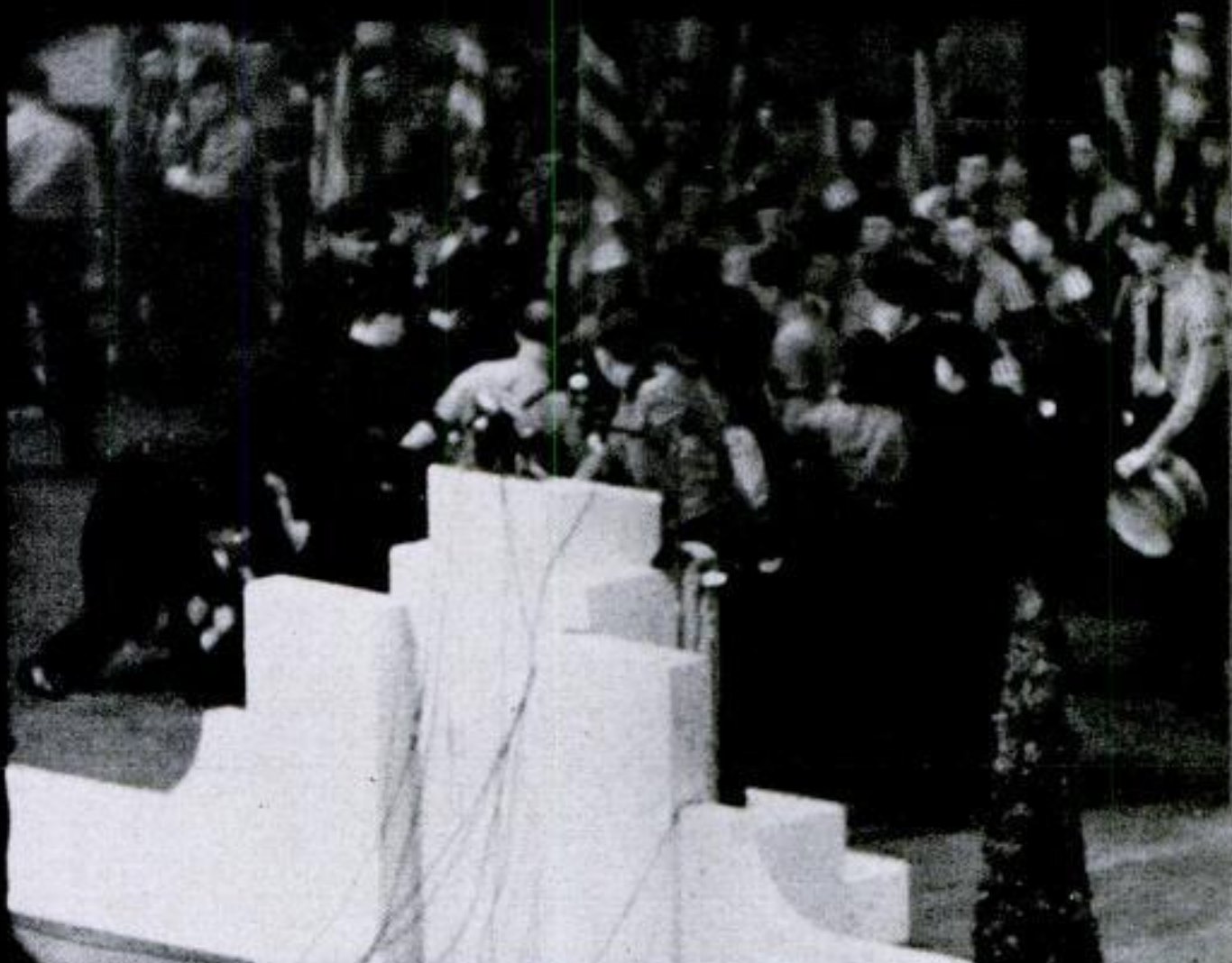
HAIR WHILE FOUR MORE TUG



THE SAME NAZI RAISES HIS ARM TO STRIKE GREENBAUM FROM BEHIND



POLICE KEEP NAZIS BACK



KUHN WATCHES THE MELEE. POLICE PULL GREENBAUM AWAY (AT LEFT)



PAIN AS POLICE RAISE HIM



POLICE CARRY GREENBAUM OUT. HE SHOUTS: "I AM NOT A COMMUNIST!"

IT CAN HAPPEN HERE—

—and it did when violence flared at this Nazi meeting in New York

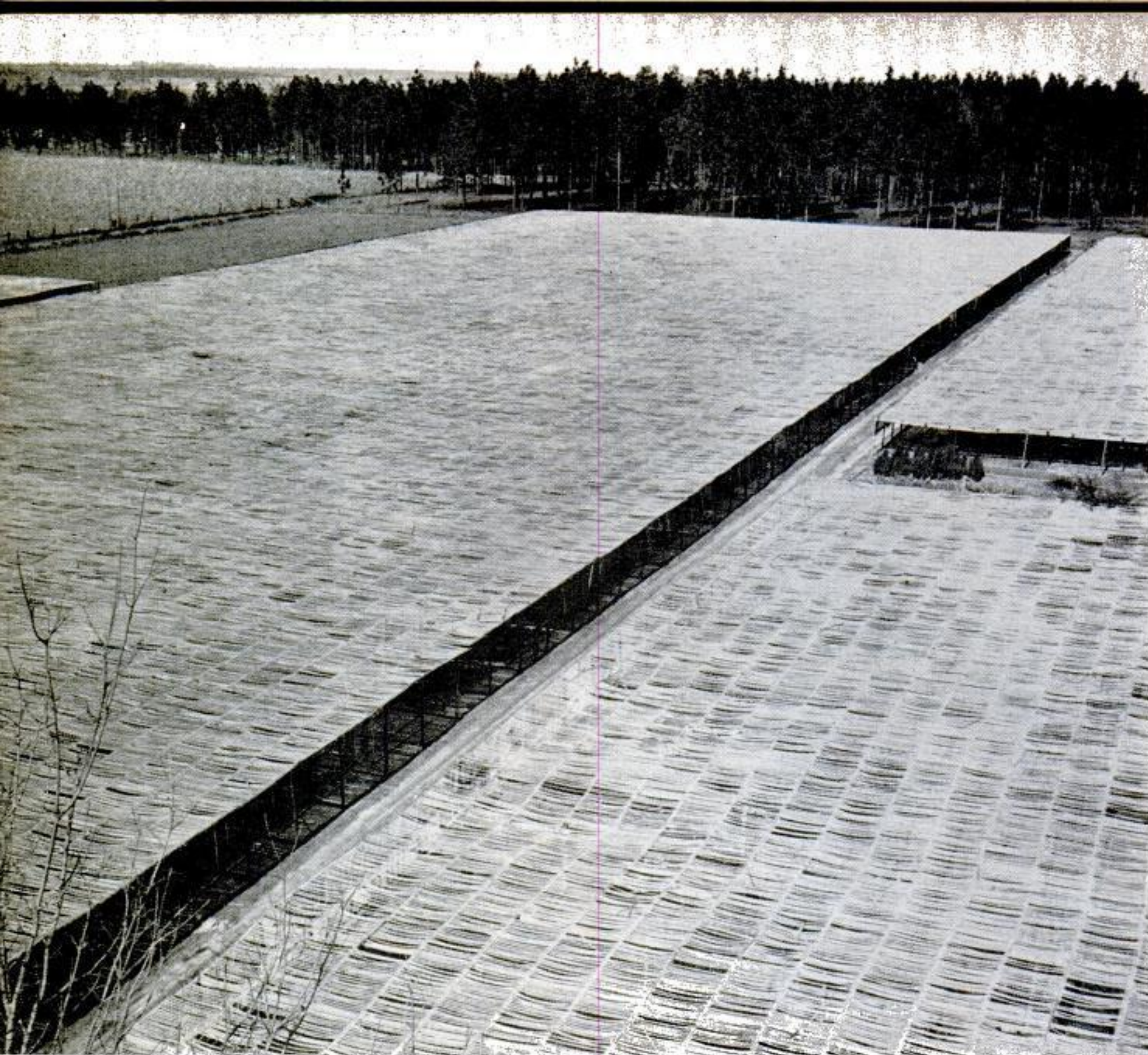
These pictures show what happened at the "Americanism" meeting of the *Amerikadeutscher Volksbund* (German-American League) at Madison Square Garden on Feb. 20, when a 26-year-old unemployed plumber's helper named Isadore Greenbaum rushed Fritz Kuhn, Bund head, as he was vilifying Jews. Newsreel shots of this violent scene were withdrawn from theaters after two days when managers complained they incited audiences to riot.

As Kuhn spoke in his thick German accent, Greenbaum sprang towards the rostrum. Catching Kuhn's uniformed storm troopers (*Ordnungsdienst*) off guard, he got to within six feet of Kuhn before a storm trooper tackled him. Four more rushed at him, dragged him down, beat him. Above the shrieks of women and the uproar of the crowd, Greenbaum, fighting furiously, shouted: "Down with Hitler!" Police finally arrived, dragged storm troopers off Greenbaum and took him to court. Next day he was released after he was fined for disturbing the peace.



His trousers ripped off, Isadore Greenbaum is taken away by policemen. Below, released next day after friends paid his \$25 fine for disturbing the peace, he greets his wife and baby son.





Camellias are grown at the Kiyono Nurseries under acres of slatted cover which gives the bush the parti-

al shade it likes. Above: the gardens from Kiyono's water tower. Below: the bushes in bloom underneath.



Camellias

THE SOUTH'S MOST
ARISTOCRATIC BLOOM
IS YANKEE FAVORITE



MR. KIYONO & CAMELLIA

To most of America, the camellia is an unknown flower. The average Northerner has never even seen a real one. If he knows it at all, it is as a white flower for which a lady in French fiction had a great fondness.

But to the South the camellia is a beloved and respected bloom. Less common than the cherished azalea, it is the South's most aristocratic flower. Lovely, exotic, with colors that range from rose red to pure white, it blooms only in the winter. The first

buds open in October. Now, in early March, late-blooming varieties are spreading their petals against their glossy green leaves. By April, they will be fading all away.

Meanwhile, in the big cities of the North socialite ladies have discovered the strange charm of the camellia. Though it has no real fragrance, is short stemmed and fades under handling, the camellia has become one of the most popular flowers for ladies' hair and corsages, ranking behind only the orchid and gardenia. These camellias are grown in northern hot-houses, cost from \$1 to \$4 each.

The camellia, native to the Orient, was first brought to the West in 1739 by a Moravian Jesuit named Kamel. Linnaeus, the great Swedish botanist, gave the flower its name—*Camellia japonica*, after Kamel and after Japan, where it grows in profusion. The English were the first great camellia lovers but the worship of the flower reached its height in France during the 1840's. No Parisian dandy of the time considered himself decently dressed unless he wore a camellia in his jacket. Soon everyone was weeping over Alexandre Dumas's sad story of a lost lady, *La Dame aux Camélias*, which later became the play *Camille*, the opera *La Traviata*.

In 1804, a red camellia bush was brought to Charleston, S.C. It and the shrubs that followed thrived and quickly grew popular in the South. Today a camellia bush costs from \$5 up to \$150 depending on its age, size and variety. Probably the largest commercial grower in the U. S. is T. Kiyono of Mobile, Ala., who has 20 acres of camellia plants, sells 150,000 seedlings and shrubs a year. Born in Japan, Mr. Kiyono came to America in 1908. A pleasant, cultured horticulturist, he collects American antiques, breeds a few rare camellia varieties but parts with them only when the stock market goes down.

MANY FAMOUS ARTISTS HAVE PLAYED CAMILLE: CLARA MORRIS & FANNY DAVENPORT ON STAGE; FRANCES ALDA IN OPERA; NORMA TALMADGE & GRETA GARBO ON SCREEN





Above is the Empress, a large and lovely camellia, shown in the various stages of its growth. The tight bud shown at right opens up (going counter-clockwise) into the full bloom in the center which measures 7 in. in diameter.

Below, the white camellia at lower center is a Sieboldie. Fully visible, clockwise around rim: Miss Nora, Empress, Adelina Patti, Akebono (top), Empress, Herme, Kumasaka. Around figure in center: Akebono, Pink Herme.



Camellias (continued)



Mrs. C. Henry Cohen (a Miss Nora) was developed by Mr. Boardman, who named it for a friend. He and Mrs. Cohen have the only two plants.



The wax-white Magnoliaflora, grown by the Kiyono Nurseries, is still a rare variety. It is a compact camellia, a type which is currently growing popular.



The rose-like Otome is an old-fashioned camellia, which is much admired for its delicate pink color. One of the hardier varieties, it is fairly plentiful.



The simple Akebono is a novel Japanese variety which has been developed recently. Fanciers consider it one of the prettiest of all pink camellias.



The Mikenjaku, another new Japanese bloom, is still a very scarce variety. It is called a variegated camellia because it has two-colored petals.

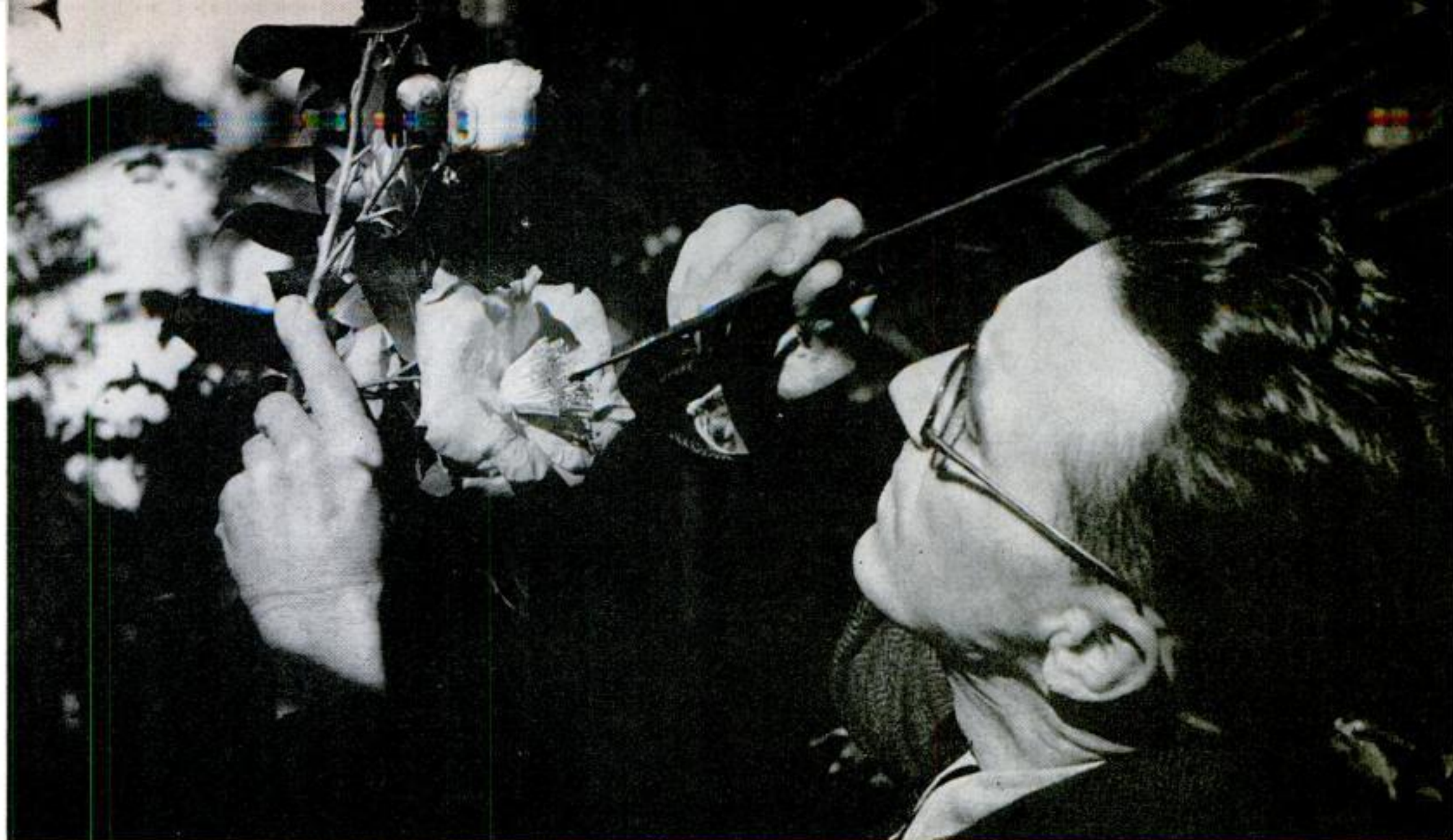


An evergreen, the camellia has glossy, deep green leaves which set the flowers off beautifully. This bloom is another of Mr. Boardman's Miss Noras.

300 KINDS OF CAMELLIAS ARE GROWN IN U. S.

Camellia japonica belongs to a small family of ever-green shrubs called *Theaceae*, the best-known member of which is the tea plant. A hardy shrub, the camellia adapts itself to varied soils. It grows in red clay, black soil, sand or rich delta muck. It prefers partial shade but blooms readily even in complete shade. It is an admirable winter plant because it blooms best when the temperature is between 45° and 55°. Though the fully opened camellia bloom dies from frost or too much handling, cold weather does not harm the well-sheathed buds. A healthy plant blooms for months and at a single time a shrub will carry as many as 200 flowers. Because camellias are easily cross-bred, a great many hybrid varieties have been developed. In the U. S. alone, some 300 hybrids are grown. But only about 50 have any commercial value.

In the U. S., the camellia grows outdoors as far north as Virginia, as far south as middle Florida, as far west as the Mississippi. Then, jumping the continent, it appears profusely in parts of the Pacific Coast. Sacramento has lovely camellias in its parks and gardens. A fine camellia growing spot is Augusta, Ga., where the camellia is a favorite garden flower and where this winter's flower show attracted thousands of blooms and visitors. Many prizes at the show were taken by Alonzo P. Boardman, in whose garden most of the camellias shown here in color were grown. Now 43, Mr. Boardman began growing camellias when he was a boy because his father got him interested. Long an amateur, he has now turned professional, although on a much smaller scale than Mr. Kiyono. Of the many varieties he has developed, he thinks 15 have some worth. One he likes best is the Elizabeth Fleming Boardman, named for his attractive wife.



Alonzo Boardman pollinates a camellia. With a fine brush, he flecks pollen from a male flower onto the pistil of a fe-

male. Because a camellia is long in maturing, it will be eight years before he sees the result of this cross-breeding.



A private camellia show was held by Judge Henry C. Hammond in Augusta. For vases, he used whisky jigger bot-

tles. The Judge gives his friends basketfuls of blooms like one below shown between feet of his colored boy Bud.



Judge Hammond of Augusta, wearing butcher's coat, picks blooms from an 8-ft. camellia bush, one of 12,000 he has.



U. S. READERS CAN NOW EXAMINE

Around March 1, two U.S. publishers brought out unabridged translations of Adolf Hitler's *Mein Kampf* ("My Battle").* Often called "the most important book of the century," it was first published in Germany in 1925. Until now only an abridged version, approved by Hitler for foreigners, has been published in the U. S.

There is no better clue than *Mein Kampf* to the greatest game in the world—guessing what Hitler will do next. His book is the most naïve self-revelation by a living Head-of-State ever written. Fourteen years have passed since it was written. In that time Hitler's importance has increased enormously and his words are now Germany's basic law.

Hitler's opinions are essentially the cranky,

unsound, often brilliant opinions of a lonely, self-educated workman. He suspects conspiracies all around him. He has a romantic admiration for power, courage, efficiency and handsome men. He rises into poetry in describing his comrades, "quick as greyhounds, tough as leather, hard as Krupp steel." He has an affectionate contempt for the mass of the German people and a bitter contempt for all other peoples except the English. His views on history are a strange combination of brilliant sense and howling nonsense. In general, he cannot believe that Germany was defeated in the War and afterwards went Socialist. For these shameful crimes, he feels that the rest of the world must soon or late do penance.

England. "With England as an ally to cover Germany's back, one could begin the new German invasion, renouncing world trade and colonies, renouncing a German war fleet. The English people must be looked upon as the most valuable ally in the world as long as its leaders and the spirit of its great masses permit us to expect that brutality and toughness which is determined to fight to the victorious end. What a mistake to believe that England was too cowardly to shed her own blood in defense of her economic policy! This deception was so great that one saw in the Englishman a merchant as crafty as he was personally incredibly cowardly. I well remember the astonished faces of my comrades when in Flanders we faced the Tommies personally. These Scots did not quite correspond to . . . what we had been told in the comic papers. . . . So many good German jackasses have so eagerly crawled into the snare set by the Jews, chattered about the reinforcement of German sea power, protested against the theft of our colonies, recommended their reconquest . . . actually highly incidental matters."

France. "The German people's irreconcilable mortal enemy is and remains France. It does not matter who ruled or who will rule in France, whether Bourbons or Jacobins, Bonapartists or bourgeois democrats, clerical republicans or red Bolsheviks, the final goal of her foreign policy would always be an effort to hold the Rhine frontier and to guard this stream by means of a disintegrated and dismembered Germany. France is the most terrible enemy. This people, which is constantly becoming more Negrofied, constitutes by its tie with the aims of Jewish world dominion a grim danger for the existence of the European white race. For infection in the heart of Europe through Negro blood on the Rhine corresponds equally to the sadistic, perverse vengefulness of this chauvinistic, hereditary enemy of our people, and to the ice-cold plan of the Jews to begin bastardization of the European continent at its core. England desires no German world power, but France desires no power at all called Germany."

The U. S. "Britain stares with dread toward a time when it will no longer be said 'England overseas' but 'seas of the Union.' The gigantic American State colossus with its enormous wealth of virgin soil is harder to attack than the wedged-in German Reich. Its bases are in its own continent, resulting in unheard of internal strength. Jews are the regents of its stock-exchange power."

Italy. "The demand for the re-establishment of the frontiers of 1914 is political nonsense of such a degree as to look like a crime. It scares back every partner who might want to bolt the alliance of our enemies. If we want to keep our eyes open for European allies, then there remain practically two States: England and Italy. A German-English-Italian alliance would give us protection of the flank on one side, complete guaranty for supplies on the other side. Italy's future must always lie in a development centered in the Mediterranean Basin. Every continental reinforcement of France means a future restriction on Italy. We may suffer many bitter woes. But this is far from being grounds for abandoning reason and, with senseless howls, squabbling with all the world, instead of standing up with concentrated force against our most deadly enemy."

*On these pages are quotations from Reynal & Hitchcock's edition, fully annotated (\$3). Rival publisher is Stackpole Sons. Behind these publications rages a war of copyright, held by Houghton Mifflin.



ADOLF HITLER'S CREED IN FULL



The German people: "Like a woman who will submit to the strong man rather than dominate the weakling, thus the masses love the ruler rather than the suppliant, and inwardly they are far more satisfied with a doctrine which tolerates no rival than by the grant of liberal freedom. They often feel at a loss what to do with freedom. . . . The political understanding of the great masses is not sufficiently developed for them to arrive at certain general political opinions by themselves and to select suitable representatives. The masses' receptive ability is only very limited, but their forgetfulness is great. All propaganda must limit itself to a very few points. It need not search for truth. The masses are not in a position

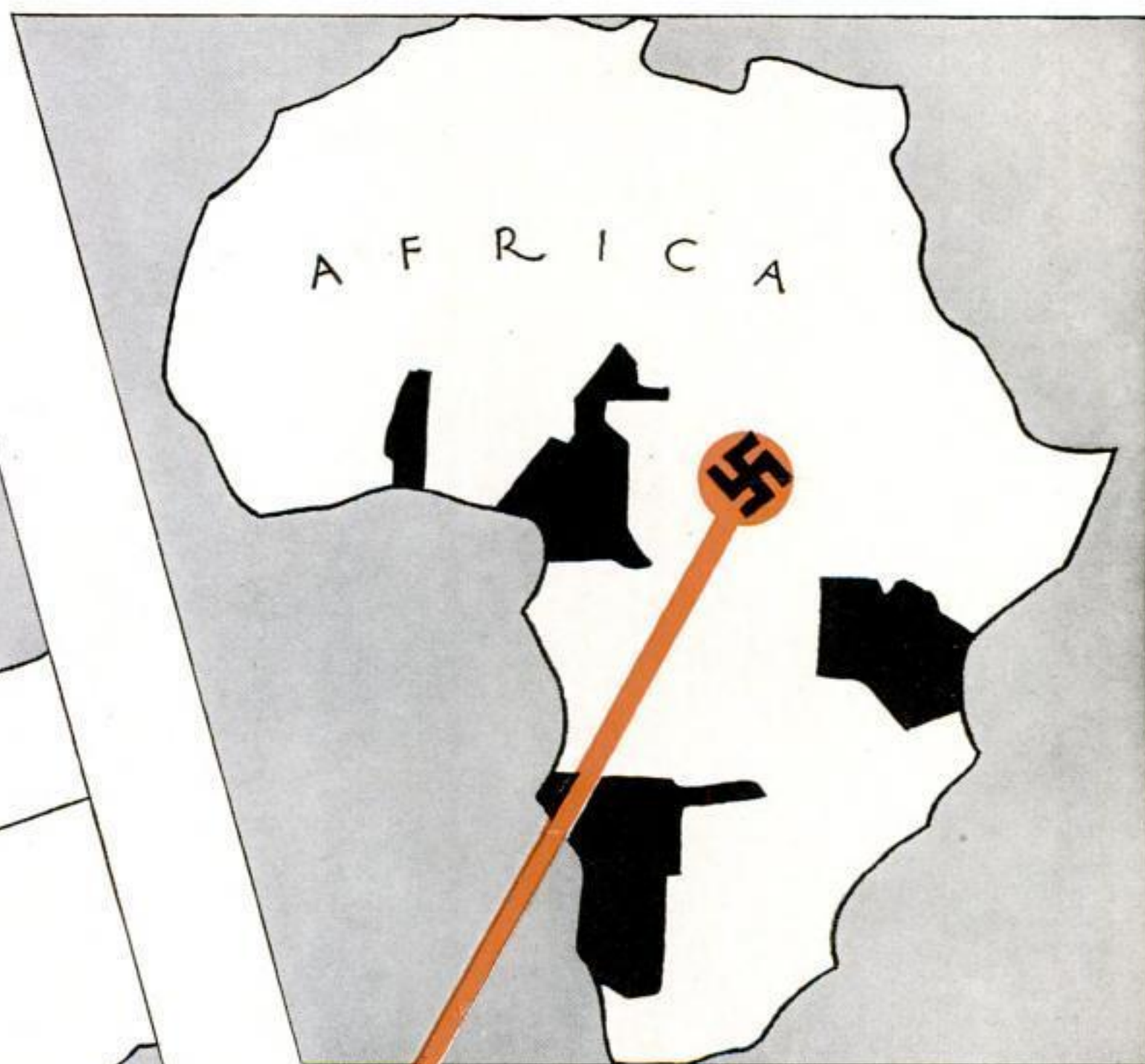
to distinguish where the wrong of the others ends and their own begins. The Army was the mightiest school of the German nation. It was calumniated, hated, fought but feared by all inferior people. What the German people owes to the Army may be simply summed up in one single word, namely: everything. Its greatest service, at a time of 'counting by majority' was that it put the heads above the majority. Germanic democracy means choice of the leader but absolute authority of the leader. The bourgeoisie worships a view of life which is distinguished from the Marxian view only by degree. The blood poisoning, which affected our national body, especially since the 30 Years' War, led not only to a decomposition of our blood but also of our soul."

Poland. "The Germanization of the Polish element in Germany produced an alien race expressing alien thoughts in the German language, compromising the height and dignity of our own nationality by its own inferiority."

The Future. "Today we find ourselves in a world of great Power States in formation—England, the American Union, Russia, China and France. Germany is no longer a world power. We must find courage to assemble our people and their might for a march forward on that road, to eliminate discrepancy between our population and our area. To guarantee the German nation the soil and territory to which it is entitled on this earth . . . is the only action which, before God and our German posterity, would seem to justify an investment of blood. Land for settlement which increases the area of the Motherland itself. We terminate the endless German drive toward the south and west and direct our gaze towards the lands in the east. We finally terminate the colonial and trade policy of the pre-War period and proceed to the territorial policy of the future—Russia and its vassal border states. Our foreign policy is correct only if, a bare century from now, 250,000,000 Germans are living on this continent."

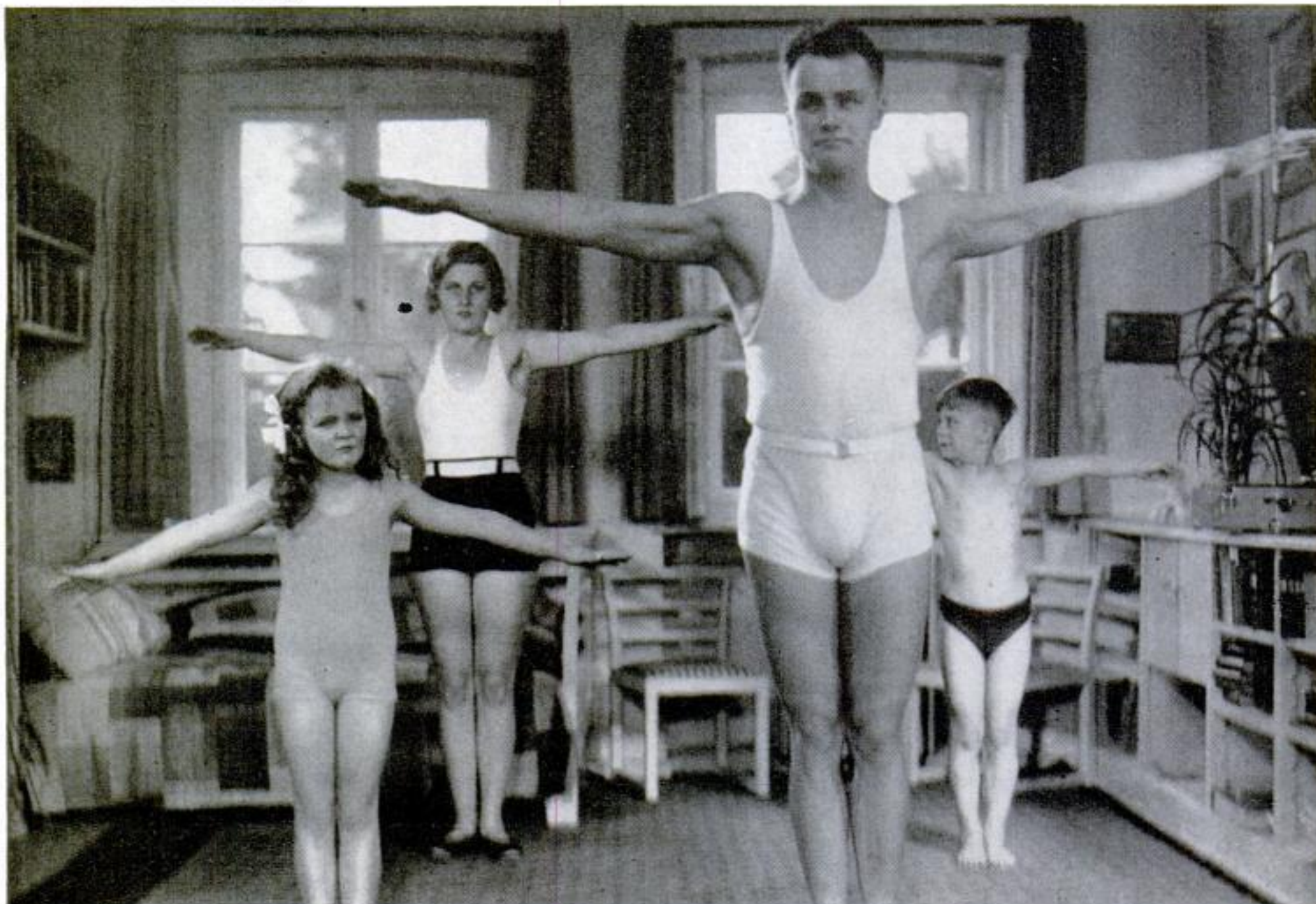


The map above shows pre-Hitler Germany in black and Hitler's grabs in red. Arrows point to the areas mentioned in Hitler's text. Map at right shows Germany's pre-War African colonies.



German Colonies: "Only children could believe that they could gather their 'bananas' in a 'peaceful competition of nations.' No; if we went this way, England would some day become our enemy. It was more than absurd to get indignant at this. Colonial and world trade policy was conceivable only against England with the help of Russia. After the War, in order not to allow France's power to grow too great, participation in her hankering for loot was England's sole possible form of action for herself."

The German Family



"One should educate the German people, from childhood on, to acknowledge their nationality. German education before the War resulted in the pliable know-all, weak in will. A young and healthy boy has to learn to be beaten. The goal of female education has invariably to be the future mother. The German girl is a State subject and becomes

a State citizen only when she marries. We must make possible earlier marriage. A folkish State must consecrate marriage to beget images of the Lord, not monstrosities halfway between man and ape. Nature chooses from surplus individuals those most worthy of living. Germany has an annual increase in population of almost 900,000 souls."

Mein Kampf

(continued)

WHAT HITLER SAYS ABOUT THE INTERNAL STATE OF GERMANY

What Hitler says about the rest of the world is now diplomatic dynamite (see preceding pages). But nine-tenths of his book, Mein Kampf, is devoted to Germany. Quoted on these pages, his words are what won him 44% of the vote in Germany's last free election in 1933. His ideas are a lively and garbled re-hash. He despises certain aspects of modern industrial civilization—the city proletariat, middle-class businessmen, representative government, the undisciplined human spirit, the Jews of all nations. His success came primarily from a shrewd use of the patriotism of a defeated and bankrupt Germany.

Fascist ideas now dominate 183,000,000 people in Germany, Italy and Japan, as against the 280,000,000 living in the world's democracies. These latter control nearly all the world's natural resources, do four times the dictatorships' trade and have seven times the bank deposits.

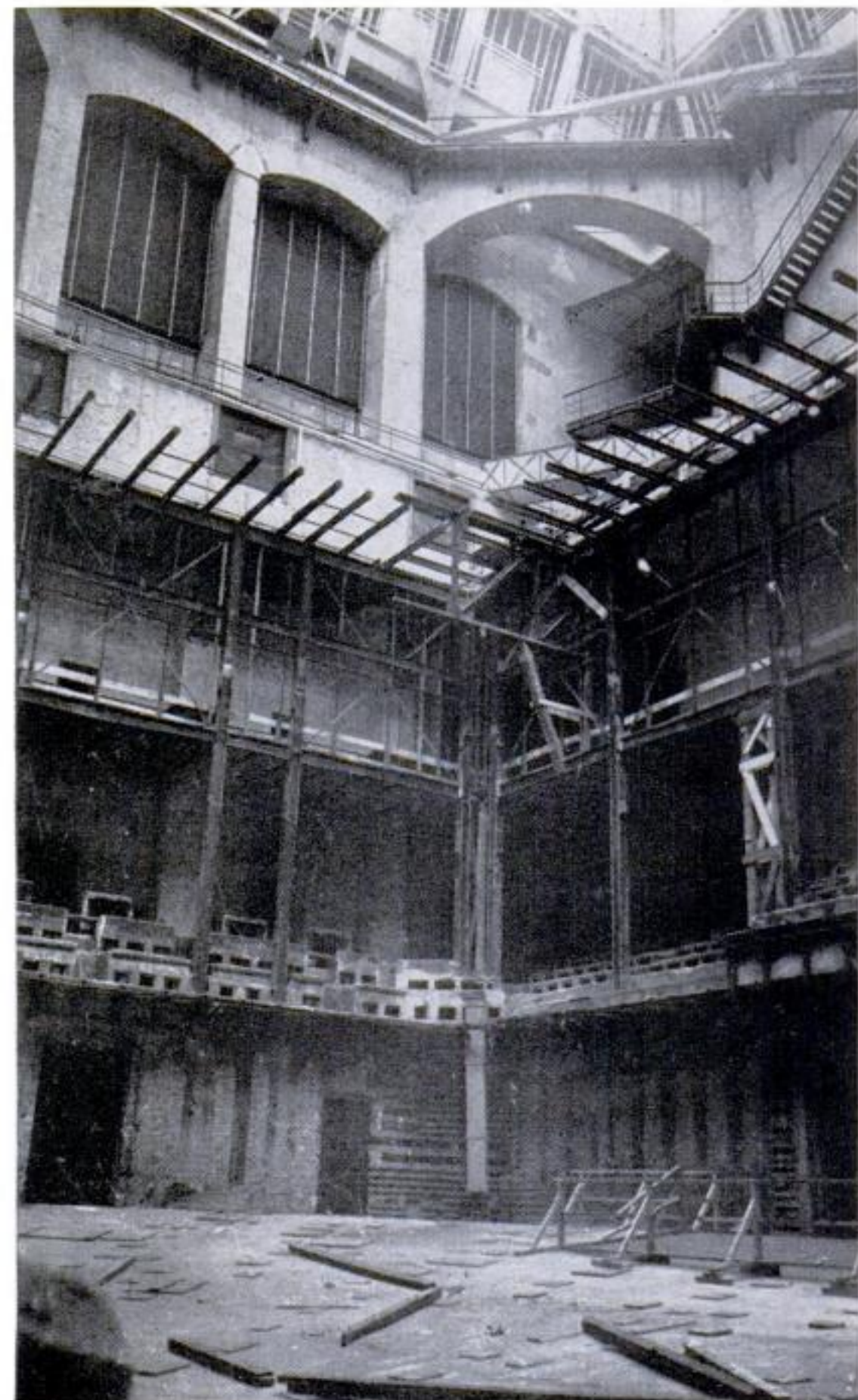
The German Love of Land



"There is still soil on this earth in enormous extent that is unused and only awaits its cultivator. Nature did not reserve this soil in itself for a certain nation or race as reserved territory for the future but it is land and soil for that people which has the energy to take it and the industry to cultivate it." (Above:

Germans on a Strength-Through-Joy trip look down on the sacred German Rhine. Through the Strength-Through-Joy organization, Chancellor Hitler encourages his Germans to see Germany on foot. The peasants, whom he prefers to city workers, are forcibly encouraged to produce more from their land.—ED.)

The German Parliament



"These parliament ganders produced more honking nonsense in one session than a whole dynasty of emperors. Their policy was created by 500 people and usually looked it. In parliamentarianism, democracy created a 'monstrosity of filth and fire.'" (Above: the gutted interior of the German Parliament, supposedly fired by Nazis to provide a pretext for Hitler's assumption of dictatorial power in 1933.—ED.)

German Culture



"A true feeling for art was possessed only by the Germans. In Bolshevik states there rose the sickly excrescences of lunatics or degenerates called Cubism or Dadaism. It is an affair of the State to prevent a people from being driven into the arms of spiritual lunacy." (Above: approved art in the Nazi House of German Art in Munich.—ED.)

German Colonies



"It is criminal absurdity to train a born half-ape until one believes he is a lawyer, while hundreds of thousands of the most talented beings degenerate in the proletarian swamps of today. Nature does not know political frontiers. She puts the living people on the globe and watches the free game of energies." (Above: pre-War German African.—ED.)

German Youth



"The most beautiful bodies must find one another and thus help in giving the nation new beauty. Military education exercises an influence on the relationship between the two sexes. The young girl prefers the soldier to the civilian. The bad State lets its young people degenerate in the streets and brothels." (Above: German beach.—ED.)

The German Junkers



"The Old Army bred men. It trained for absolute responsibility, personal courage, German unity, determination, idealism, faith in personality and the principle that any command is better than no command. At the end of 1917, the entire Army breathed new hope and fresh courage. The entire power of this uncanny State of heroes seemed to con-

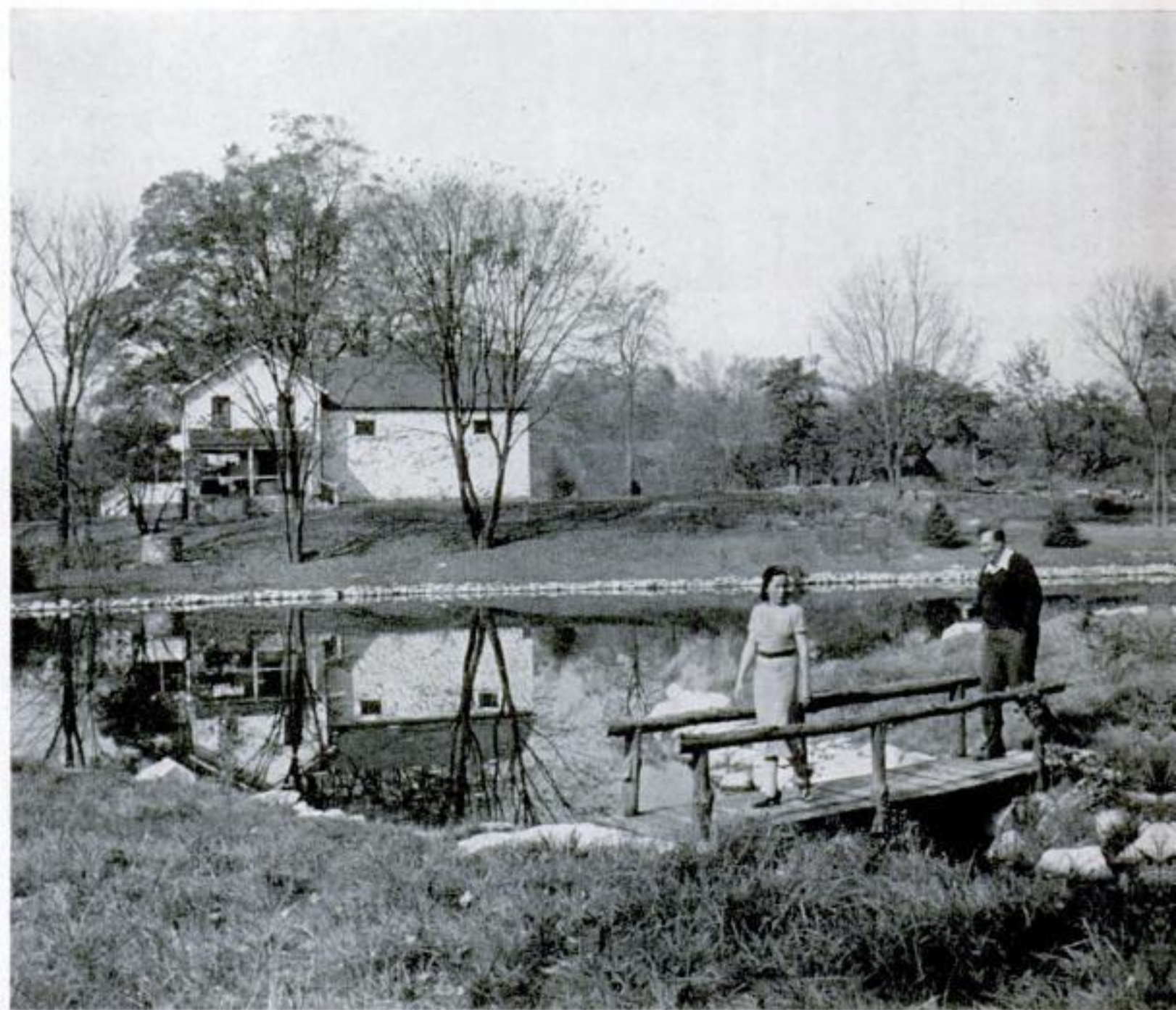
centrate itself for an attack. The German victories which were gained by fighting against a whole world during four years were due only to superior leadership. It really takes a truly Jewish impudence to attribute the cause of the German collapse to the military defeat." (Above: the whole galaxy of the German officer corps turns out for a 1927

celebration of the Tannenberg victory of Hindenburg and Ludendorff. President Hindenburg, standing alone, was the man who made Hitler Chancellor in 1933. Ludendorff, foreground in cape, marched with Hitler in his 1923 beer-hall putsch. Field Marshal von Mackensen is just behind Hindenburg, holding Death's Head Hussar shako.—ED.)

CLOSE-UP



Mostly living room is Broun's Stamford, Conn., home where he enjoys a cigaret and drink. This two-story room, which serves also for dining, is lined with well-stocked bookcases and its owner's paintings. At left, 255 lb. of Broun, partly shrouded in a voluminous bathrobe, returns from a dip in his pond.



With his second wife, Connie, Broun surveys his 100-acre place, replete with garden, chicken coop, putting hole, fishing and swimming ponds. On weekends he plays poker (below) with his neighbors and journalistic colleagues, Westbrook Pegler (left) and Quentin Reynolds of *Collier's* (right).

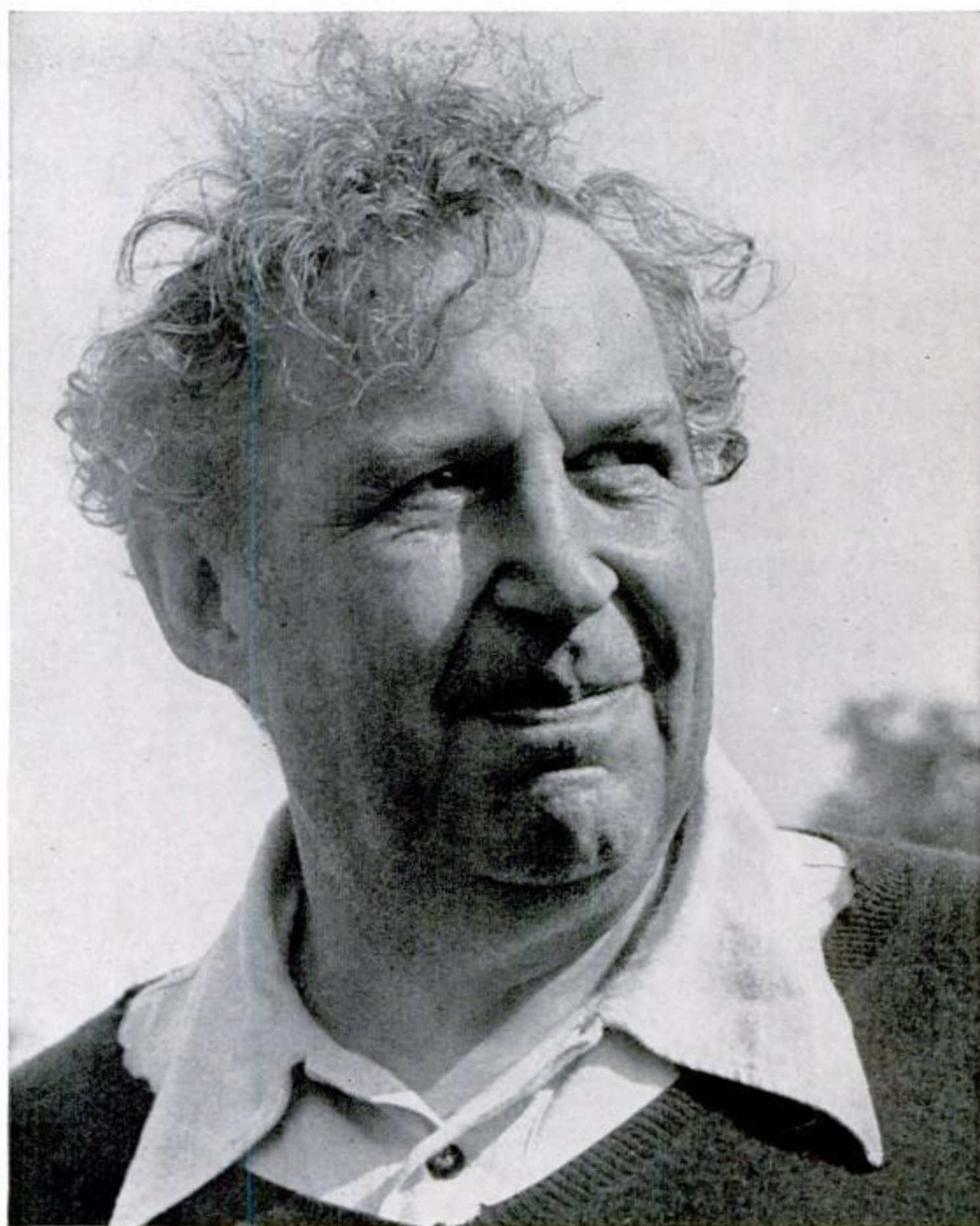




The Broun sprawl is a triumph of sheer sprawliness. His hair is uncombed and he wears his favorite regalia: old, uncreased trousers, an open-neck shirt, a soft wool sweater (with holes), no socks and an antique pair of shoes without laces. His friends believe that his messy appearance is partly affected.



He writes his newspaper column in the narrow hall by the front door on a desk which is littered with papers, books, mail. Friends and salesmen come to the house, interrupt him. But after they leave he goes on writing just where he left off. Below: Broun, the artist, lies down to paint a landscape.



HEYWOOD BROUN

The Racquet Club's only radical writes 2,000 words a day and dresses like an unmade bed

by GEOFFREY T. HELLMAN

Heywood Broun, with a syndicated following of 42 newspapers, is the only left-wing columnist in the country with a really large readership in the major press. He has been called everything from Old Bleeding Heart Broun, the Fat Mahatma (Westbrook Pegler) and an unmade bed (anonymous), to an unprincipled character assassinator (United Automobile Workers of America), a clownish demagogue (*Daily Worker*, 1939) and an outstanding labor leader (*Daily Worker*, 1936). Broun is the only C.I.O. member of the Racquet & Tennis Club of New York, the only American painter who has ever publicly referred to the fact that an example of his brushwork sold for 25¢, and probably the only man in the United States with an earned income of well over \$50,000 who habitually touches his friends for sums as modest as \$3, which he invariably repays.

When in the summer of 1934 the American Newspaper Guild, under the presidency of Broun, was beginning to get seriously under way, Roy Howard, president of the Scripps-Howard newspapers, sat down on a desk in the city room of the New York *World-Telegram* and told the assembled staff that Broun was a man who never stuck to anything. Nevertheless, Broun has stuck to his Guild presidency for five years. Broun's inconsistencies, and fancied inconsistencies, have troubled and delighted his friends, given his enemies a point of attack and have occasionally mildly worried Broun himself. For example, Broun not only denies that he is one of the most indolent men in America—a legend which he has been at some pains to foster himself—but says that he is actually the most industrious

CONTINUED ON NEXT PAGE



His father was well-to-do businessman and respected member of N.Y. society.



His mother is a staunch lady whom Broun has described as a "confirmed reactionary and a bridge player."



Broun, aged 5, was a little Lord Fauntleroy. This is the last picture in which his pants are pressed.



As a New York schoolboy, Broun (third from left, top row) played center on the Horace Mann football team. He was then 17 and weighed 187 lb. At Harvard he gave up football, played basketball. Today he chops wood occasionally and plays a good game of badminton.

HEYWOOD BROUN (continued)

writer in the country. His daily column is around 500 or 600 words; his weekly page in *The New Republic* comes to 1,200 words; he does occasional pieces for magazines; and he contributes between 3,000 to 5,000 words a week to the *Connecticut Nutmeg*, a paper put out by the Connecticut intelligentsia. "I have averaged 2,000 words a day for 30 years," Broun recently observed. "This is 21,000,000 words, and probably a record."

The paradoxes of the Broun reputation and the Broun personality extend from matters of personal appearance to political conduct. In the country, Broun affects a rather proletarian costume, consisting of a sweatshirt and a pair of frayed trousers, offset by a considerable expanse of unrelieved Broun in the middle. He wears shoes cracked with age, and socks that look as though they might be a continuation of long winter underwear. In town, however, Broun wears \$100 suits made by a good tailor, Charvet ties and, in the summer, sports a straw hat with the blue-and-red Racquet Club hatband, just like any polo player in from Meadow Brook for the day. Broun is actually the possessor of several suits, but such is the force of the Broun legend that at one time he was widely believed to have been reduced to a single outfit—a dinner coat—and to leave his house only at evening, occasionally emerging, dressed, as early as 4 p.m.

Broun can be devastating in print, but on the theory that personalities shouldn't be confused with issues, and because he is by nature extremely genial, gregarious and unfailingly po-

lite, he takes pleasure in meeting his worst enemies socially. He once buttonholed Huey Long at a cocktail party and subsequently reported in his column that Huey was a very pleasant fellow. During the recent Senate hearings on the Frankfurter appointment, he sought out Mrs. Elizabeth Dilling, author of *The Red Network* which features Broun as a Communist menace, and wrote a day or so later that she was a charming-looking girl, well-dressed and attractive. Broun's fondness for stepping over the barricades and shaking the enemy's hand has never caused him to pull his punches but it has on occasion embarrassed his Guild colleagues, who feel this sort of thing is poor tactics. During a strike on one of the Hearst papers Broun insisted on talking with Joe Connolly, head of King Features.

"Your papa give my papa a job"

In years gone by Broun has flirted with the idea of working for Hearst. One day in the early 1920's, when his son's nurse informed him that young Heywood had been playing with two of the Hearst youngsters in the park, Broun at once taught the child to say, "Your papa give my papa a job." Nothing came of this. Broun thought more seriously of going to work for Hearst in 1933, when he was offered \$1,000 a week and a \$25,000 bonus to do a daily column. According to Broun, the man who finally discouraged him on this was Arthur Brisbane. Brisbane invited Broun to his apartment and showed him a picture of his father, a handsome old gentleman with an air of fierce independence. "Fine looking man," said Broun. "You bet your life he didn't work for Hearst," said Brisbane.

Voted the best all-around man in his class at the Horace Mann School in New York, Broun didn't cut much of a figure at Harvard, where his classmates included Stuart Chase, Jack Reed, Walter Lippmann and Hamilton Fish. He played a little basketball, a lot of poker and failed to make the *Crimson* after three competitions. He also failed to graduate, owing to some trouble with elementary French. The course that influenced him most was the Bible as English Literature, in which the effect of the Bible on the styles of various writers was emphasized. There is a Bible on Broun's desk at Stamford and he has frequent recourse to it for literary inspiration, feeling that references of the First Book of Samuel or the 26th chapter of St. Matthew lend respectability to argument, particularly if you're on the Left. Broun takes special pleasure in the fact that one of his biblical columns, a parable about Christmas, was read over the radio by President Roosevelt on Christmas Eve, 1937.

Broun started his journalistic career as sporting editor of the *New York Morning Telegraph*. In 1912, after two years, he was fired on the occasion of his second request for a raise. He went over to the *Tribune*, where during the next nine years he was at various times reporter, rewrite man, copyreader, Sunday magazine editor, dramatic critic, book reviewer and columnist, more or less in the order named. His baseball accounts in the *Tribune* and later in the *World* are generally considered the best baseball stories ever written.

Broun's progression from sportswriter, dramatic critic and man-about-town to serious political essayist and rallying point for the labor

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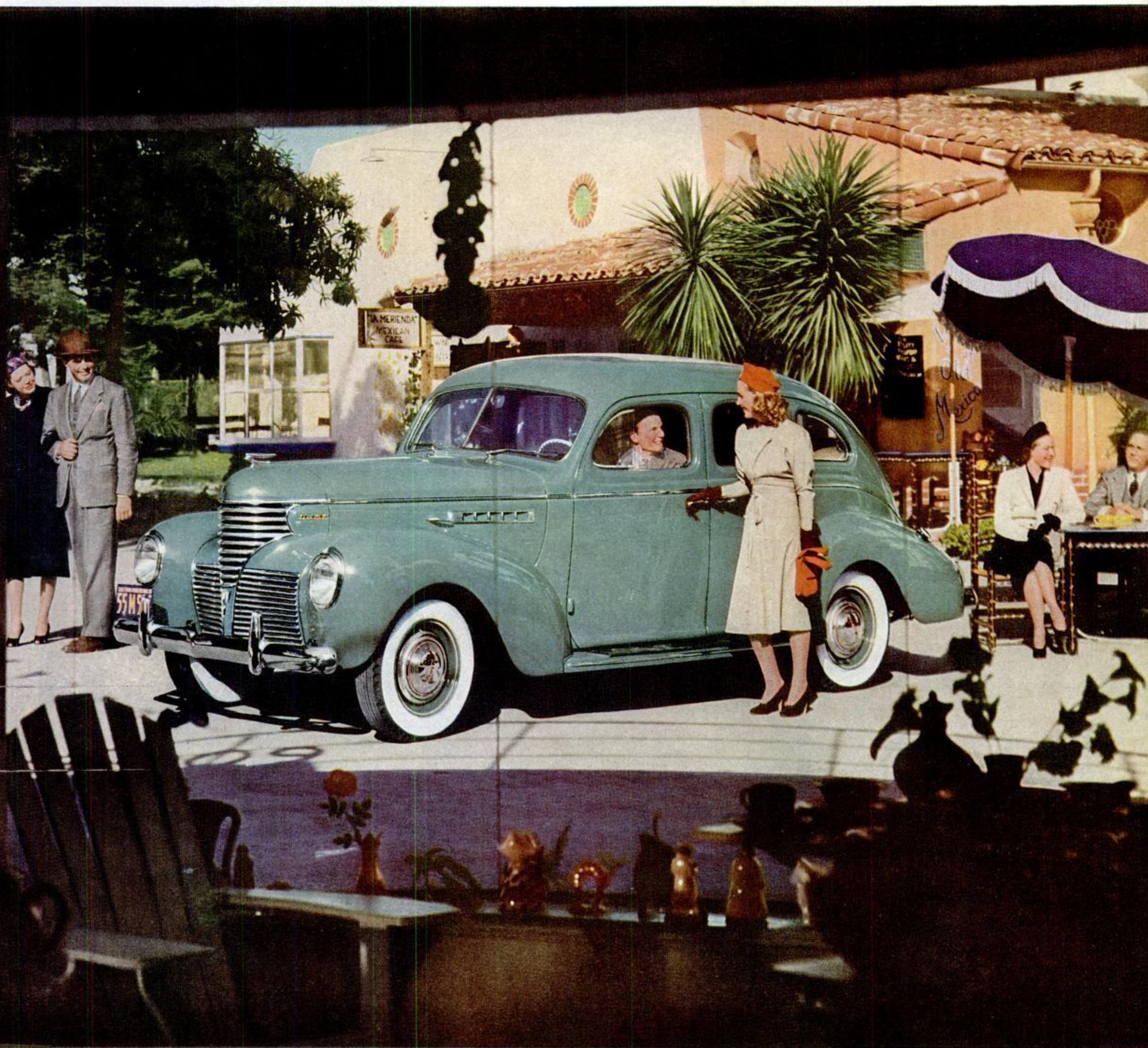
Broun danced in a Broadway musical comedy called *Shoot the Works*, which he produced in 1931 on a shoestring for the benefit of unemployed actors. The play was a moderate success. As its master-of-ceremonies, Broun was difficult to hear. He met his present wife in the cast.



Political enemies laughed together when Broun stood across a table from Representative Dies of Texas at a hearing last fall of the Dies Committee Investigating Un-American Activities. Broun testified that he had been falsely accused of working for the Communist Party.



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IT IS HAPPENING IN HOLLYWOOD...all over America...and it can happen right in front of your own home. We mean that honest-to-goodness kick you get when heads turn, necks crane, and people stop . . . and stare.

That thrill is yours . . . in De Soto—America's smartest low-priced car. Notice the headlamps flush in the fenders, wisely declaring the car's full width to oncoming drivers at night. A streamlined luggage locker provides more room . . . obsoletes the old-fashioned trunk bulge.

A higher, wider windshield and bigger windows increase visibility . . . make driving safer. Giant, Constant-Speed Windshield Wipers eliminate "peephole" driving . . . take the guesswork out of rainy weather travel.

Four inches wider in front, De Soto's roomy body takes

the squeeze out of three-in-front driving. Overall, there's elbow room for six big adults on luxuriously-cushioned sofa-wide seats. The shifting lever is gone from the floor... providing more leg room. You flick your way from low to high easily and quickly with the new Handy-Shift on the steering column.

But that's not half the story. Beneath De Soto's sleek streamlining is the renowned dependability of Chrysler Corporation engineering. See De Soto today! It offers you real pride of ownership at a surprisingly low cost.

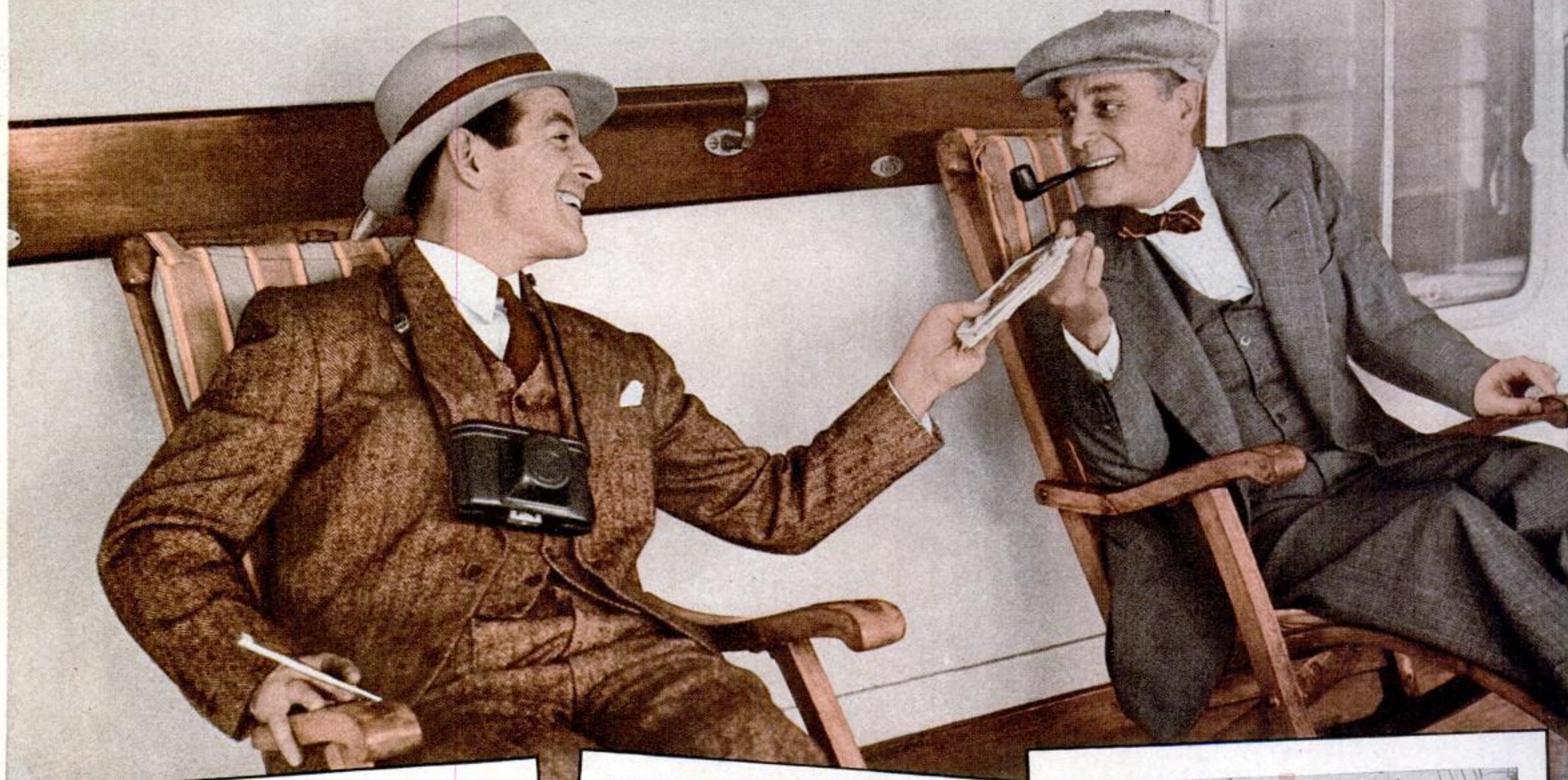
Easy to own...your present car will probably represent a large part of De Soto's low delivered price; balance in low monthly instalments. DE SOTO DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.

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Low-Priced Car**

"Look what my trip abroad taught me about American whiskey!"



1. "Here's the Candid Camera Shot I took of the wine steward we had on the way over. The first night out I said to him, 'Pierre, we put ourselves completely under your guidance. You tell us what are the best things to drink.'"



2. "This is the Last We Saw of a perfectly glorious bottle of champagne. Pierre recommended it, he explained, because for one thing it was so DRY—that is, so lacking in sweetness. Already I was becoming a connoisseur!"



3. "This is the After-Deck Cocktail Lounge—where we learned to apply that principle of DRYNESS to whiskey. We discovered that when you've come to appreciate the DRYNESS of champagnes and sherries, you also come to prefer a whiskey that's DRY—in other words, Paul Jones."



4. "Joe's Cocktail Was More Zestful, my highball more tangy, we found, when made with dry Paul Jones Whiskey. And, best of all, that distinctive DRYNESS turned out to be only one of many fine qualities that make Paul Jones a superb liquor!"



5. "And Here's My English Host—warming up to some Paul Jones I presented to him. The delightful DRYNESS of that whiskey made an immediate hit with him! And say: I'll bet it would with you, too—may I prove it in the main bar, right now?"

Paul Jones
IT'S DRY

DRY means not sweet

Every drop is STRAIGHT WHISKEY! A blend of straight whiskeys—100% straight whiskeys—50 proof. Frankfort Distilleries, Inc., Louisville and Baltimore.



HEYWOOD BROUN (continued)

movement has been pretty much a matter of the past decade. During the 1920's his "It Seems to Me" and Franklin P. Adams's "Conning Tower" were the chief features of the *World*. Broun at first touched lightly on non-partisan topics like the vicissitudes of country weekending and Queen Marie of Rumania's visit to the U. S., but in 1926 the death of Eugene V. Debs inspired him to a sober obituary with political undertones. The following year the Sacco-Vanzetti verdict caused Broun to write two bitter columns in which he thoughtfully flayed Judge Thayer, Governor Fuller and President Lowell of Harvard. The columns were published, and Broun was requested by the *World* to lay off the subject for two weeks. He had already prepared two more Sacco-Vanzetti articles, more temperate in tone, but these the paper declined to print. Broun refused to write any more columns for six or seven months, when he was persuaded by Herbert Bayard Swope, executive editor of the *World*, to start in again. Two months later, in the May 4, 1928 issue of *The Nation*, Broun accused the *World* of frequently switching front. "So constant were the shifts during the Sacco-Vanzetti case," he wrote, "that the paper seemed like an old car going up hill." Broun was fired from the *World* as a direct result of this piece.

He runs for Congress but lands in jail

Although Broun publicly denied that he was "just a comic columnist out for a lark," his 1930 campaign for Congress on the Socialist ticket had some of the aspects of a Gilbert-&-Sullivan extravaganza. The candidate explained on one occasion that he had lost his campaign fund at poker on the previous night, and another time announced that he did not expect many votes from the Racquet Club. He was supported by a non-partisan committee whose spearhead was Alexander Woollcott and which included Ed Wynn, Irvin S. Cobb, Ina Claire, Helen Hayes, Corey Ford, Dorothy Parker, Frank Crowninshield and one or two of the Marx Brothers. When Election Day came around, it developed that many of the members of the Broun Committee had neglected to register and were unable to vote for their candidate. Broun made earnest speeches about unemployment during the campaign and got arrested one afternoon while picketing a dressmaking shop. His Democratic adversary, Magistrate Louis Brodsky, fearful perhaps of a Broun martyrdom, cunningly got the charge dismissed and Broun was a free man in two hours.

Broun resigned from the Socialist Party in 1931 after being severely criticized by Party members for speaking at two Communist meetings on the Scottsboro case, in defiance of Socialist orders against a united front. Since then he has moved a little further to the Left, although he has never joined the Communist Party, partly because he feels that as a Communist he would be required to make even more speeches than he likes to make. His interest in the Communist state is pretty academic, but he thinks the Communists are generally on the right side.

Broun's presidency of the Newspaper Guild is the result of a growing preoccupation with the underdog which caused him, in his Aug. 7, 1933 column, to propose a union of reporters. "Beginning at 9 o'clock on the morning of Oct. 1, I am going to do the best I can to help in getting one up," he wrote. A number of news-

papermen, especially in Cleveland where a union already existed, urged Broun not to wait, and in September the New York Guild was formed, chiefly due to Broun's initiative.

Today the routine work is attended to by other officers of the Guild, but Broun is still a great rallying point for membership. He has made speeches at innumerable conventions, paying his own travel expenses and talking with a distinctly upperclass drawl. He recalls only one definite bust as an orator, when he addressed the United Mine Workers. Broun, whose forte is the short speech, chatted for twelve minutes and sat down to the accompaniment of an almost complete silence. John L. Lewis, who was present, grinned and explained to Broun privately that in labor groups, and particularly among coal miners, the long speech was traditional. It was customary, Lewis said, for the speaker to devote the first 15 minutes to identifying himself with the movement, and that during this period no one listened to him. "They were waiting for you to warm up, when you sat down," he said.

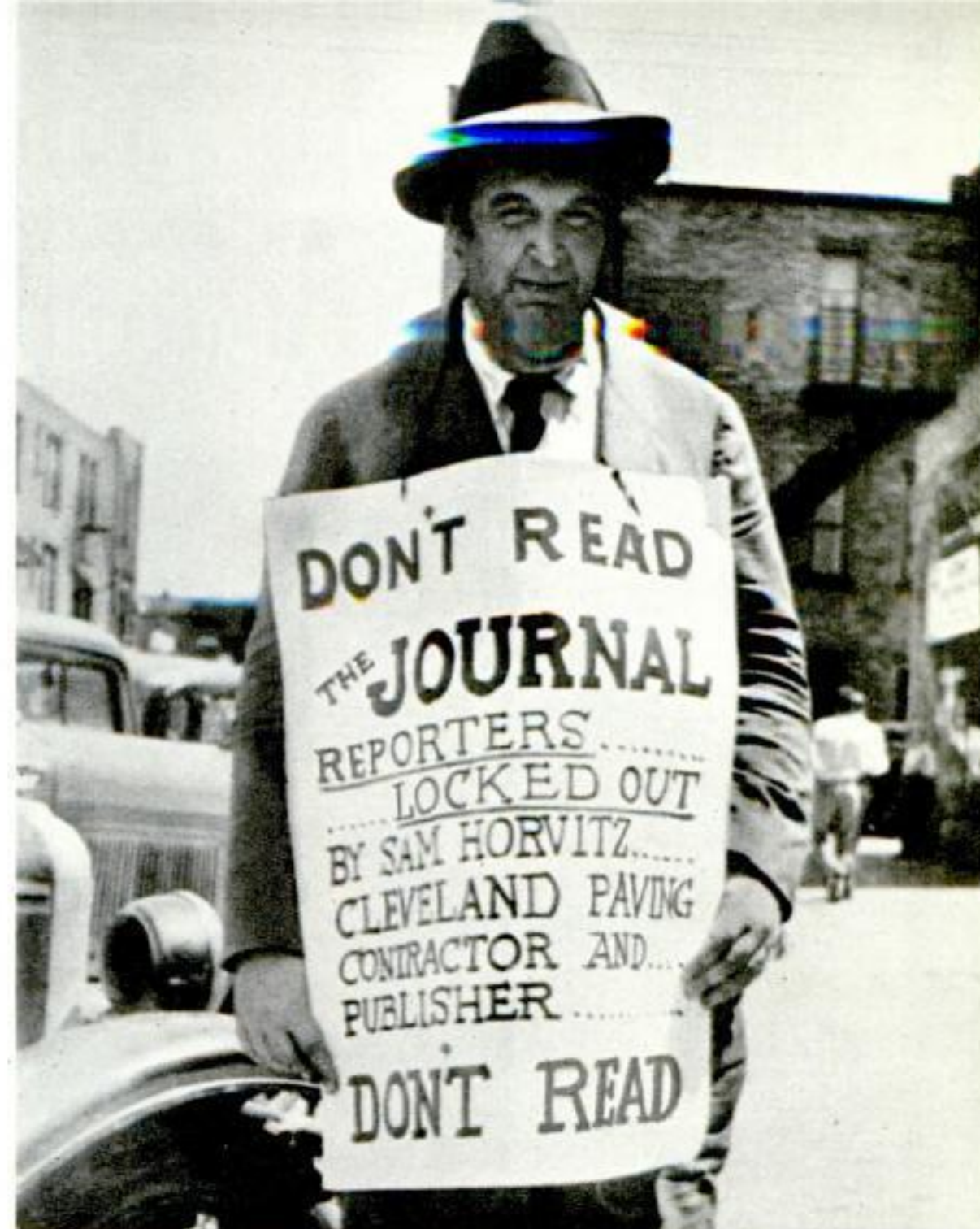
Broun's Guild activities have not endeared him to his employer, Roy Howard. Since 1934, Broun's column space has been shortened from around 1,200 words to half that, the column has frequently been cut by editing, and in New York its position at the top of the *World-Telegram* page has been shifted so that now Westbrook Pegler and Hugh Johnson are both above it, with only Mrs. Roosevelt below. In newspaper circles it is considered unlikely that Broun's contract with Scripps-Howard will be renewed at the end of this year. The column brings \$700 a week, and Broun, who has never saved \$100, regards its possible loss seriously. He is currently expending a great deal of effort on the *Connecticut Nutmeg* in the presumable hope that he will be able to make a living out of this. He talks up the *Nutmeg* constantly and writes for it under half a dozen names, sometimes attacking articles by Heywood Broun, or praising them in letters to the editor, or writing other pieces, under names like Harold Joyce Pettengell, Blake Hemphill, Barton Bruce and Howard Campbell.

Losing a house in a poker game

When Broun was married to his first wife, Ruth Hale, he lived in town most of the time, in a house which friends describe as a cross between a coalbin and a kitchen midden. The doorbell hung by a thread, and unopened mail and packages of books from the Book of the Month Club, of which Broun is a rather inactive judge, littered the house. The bathtubs were stuffed with early Brouns, and doors fell off as you touched them and lay indefinitely where they fell. Broun eventually lost the house in a poker game.

Under the influence of his second wife, Constantina Maria Incoronata Fruscella Dooley, Broun has been living more and more in the country, in a state of comparative tidiness. Connie, a former actress, regards the Newspaper Guild with grave suspicion as something which takes Heywood away from the home periodically and constitutes a possible threat to the family exchequer. She persuades Broun to chop firewood occasionally, has knit him a sweater to everyone's unbelief, cuts his hair when necessary, has got him to pay off the mortgage on his 100-acre place and has made an unsuccessful effort to put him on an allowance of \$150 a week.

When in town, Broun visits the Racquet Club daily in order to cash checks, take a Turkish



Picketing for the Newspaper Guild, which Broun founded and heads, is one of his activities. In Milwaukee in 1936, he paid a fine for picketing rather than go to jail and be called a show-off.



"Woodie," his son by his first wife, plays leapfrog with his father in Florida. Below: Broun and second wife play baseball in a Connecticut benefit game. He plays left field, she runs bases for him.



CONTINUED ON NEXT PAGE



SPORTSMAN BROUN CASTS VIGOROUSLY FOR BASS IN HIS POND



PRETTY SOON HE SITS DOWN AND LETS HIS FISHING ROD DROP

THEN HE DROPS THE ROD ALTOGETHER AND TAKES OUT HIS FLASK



HEYWOOD BROUN (continued)

bath and listen to members ask him what he supposes his late father, a member for 45 years, would think of him. Broun's father was an immaculately dressed Englishman of Scotch descent who was at one time or another in the wine business, in the ale business, manager of a broker's office, a National Guardsman and State Inspector of Rifle Practice. He observed the cocktail hour faithfully and lived to be 80. Broun *fish* is a biological sport at the Racquet Club and enjoys his position immensely, ostentatiously placing Racquet Club match covers on the table during poker sessions with Bohemian cronies. He is a familiar figure at costly restaurants like the Stork Club and 21, although he occasionally stays away from such places during waiters' strikes. At 21, one of the waiters once approached him for tactical advice when a strike seemed imminent. Broun was all sympathy. "Who's your best customer?" he asked. "I'll write him a letter to stay away." "Why, you are, Mr. Broun," replied the waiter.

He defends a lady's honor

Broun's lazy, amiable manner conceals a physical courage that is all the more surprising in a man who at his best is scarcely in fighting trim. Some time ago he, Dorothy Parker, Howard Dietz, the librettist, and several others were the dinner guests, at a restaurant, of Mr. Joseph Brooks, a wealthy man-about-town whose wife is a daughter of Joseph Patterson of the *Daily News*. Brooks got into an argument with one of his male guests and invited him to remove his glasses. Miss Parker endeavored to intercede and Mr. Brooks, carried away in the heat of the moment, made a remark sharply reflecting on Miss Parker's personal integrity. Mr. Dietz, a smallish man but brave, walked around the table, took a poke at his host and was immediately knocked out. He and Miss Parker then retired from the scene.

Broun, who had taken no part in the fight, later went home and began to reflect. He concluded he might have played a more manly role and decided to do so forthwith. He got dressed in a dinner coat, as he had a date to take a Chinese girl to a night club, and stopped on the way to deliver a note at the Brooks apartment, to the effect that Brooks could hit a little man like Dietz, but he couldn't hit a big man like Broun.

To his surprise, Brooks was in. Broun delivered the note in person. Brooks read it thoughtfully.

"Do you really mean this, Heywood?" he asked.

Broun said yes.

The two men removed their coats and Broun, who is as substantial as Brooks but not in as good condition, suffered a severe trouncing. He picked up a coat and went to Miss Parker's apartment, where his wounds were bandaged. Miss Parker had earlier bandaged the wounds of Mr. Dietz and was in fine nursing fettle. Broun reached in his pocket for a cigaret and found Brooks's address book which contained some very important addresses. He had taken the wrong coat. As the moon came up, Broun and Miss Parker tore the pages from the address book one by one and tossed them out the window.

As a writer, Broun has been called a miracle of fertility by that old burning bush, Alexander Woollcott. Although his recurrent nightmare

is that he is missing his deadline and is standing around in his undershirt unable to find his pants, he ticks off his daily column in 40 minutes or less. He writes with the utmost smoothness, never fumbling for a lead, practically never rewriting and perfectly able to concentrate in a room full of talkative people.

His trend to the Left has caused him in recent years to devote more space to political subjects and less to familiar essays than he used to, but it hasn't affected his personal life. He gets as much pleasure out of visiting friends like Averell Harriman, chairman of the board of the Union Pacific, as having a drink with Carl Randau, president of the New York Newspaper Guild. In the country he sees a lot of such neighbors as Pegler, Gene Tunney, Deems Taylor, Quentin Reynolds of *Collier's* and Harold Ross of *The New Yorker*.

Summer before last, he invited his friends to a buffet lunch he and Connie were giving for Mrs. Roosevelt, in return for some Hyde Park hospitality. Broun felt that his ménage, which is generally staffed by Negroes and Filipinos whom he has rescued from the unemployment rolls, wasn't quite up to handling the entire preparations for this affair, and he besought the assistance of Ross, a competent householder with an excellent cook. Ross offered to help out with some turkey and chile con carne, and the morning of the party Broun went over to collect these delicacies. Ross, amazed to see Broun wearing a pretty good business suit, concluded that the occasion was formal. He changed his clothes and repaired to Broun's, where he found his host had changed to a dirty pair of shorts and a sweatshirt.

Broun's older brother, Irving, is president of the Fred F. French Co., which operates many of the swankier apartment houses in New York and, during the New York elevator strike in 1936, was about as far to the Right as Heywood was to the Left. The two brothers didn't speak for six months. Irving is still more congenial, ideologically, to their mother, a vigorous old lady of 80 whom Broun sometimes describes in his column as a confirmed reactionary and a bridge player. "I don't approve of Heywood's politics. He's a little too credulous," Mrs. Broun Sr. told an acquaintance the other day. She was very much opposed to Broun's hiring a convicted forger one year to take charge of his checkbooks. Broun was conducting a "Give-a-Job-Till-June" campaign at the time, and the forger came to Broun and complained he was having difficulty finding a job. Broun engaged him and attempted to reassure his mother by explaining that the man was not an ordinary, bungling fellow at his trade, but a very experienced forger.



His shoes are worn without laces at home. His appearance is such that when he met Pershing as a war correspondent the General asked, "Have you fallen down, Mr. Broun?"

MARCH, 1939

LISTEN

THE SYMBOL OF



THE RADIO AGE

No. 20

A 5-Page Advertisement of the Radio Corporation of America

RADIO'S PLACE IN EDUCATION

In the past ten years knowledge of good music has grown a thousandfold. An informed electorate has been created by the thorough airing of public issues. New citizens, and old, have learned more about their country, and about how to exercise their rights. Drama, literature, the arts and sciences are vastly better understood. Students, from kindergarten to university postgraduates, have found new interest in their studies. Millions of adults have discovered facts, have enjoyed pleasurable experiences once known only to thousands.

Radio has been largely responsible for all this.

The educational achievement represented has not been carried out by seeking to replace educators, or supplant schools or colleges. Rather it has resulted from supplementing formal education, and through the informal activities that are usually referred to as adult education.

Recognizing to the full its duty to listeners, National Broadcasting Company, the broadcasting service of Radio Corporation of America, has given long and careful thought to the building of programs of an educational nature. NBC now offers each week many "public service programs" planned to fit into the scheme of education in the United States. These programs cover nearly every principal division of study, will soon include all. But they do not seek to replace formalized education. Rather they are planned to help the work of teachers by inspiring greater interest in learning.

The family of RCA serves the cause of education in other ways than through broadcasting. Radio principles, constantly studied by RCA Laboratories, are the basis of RCA Victor Sound Service for schools and colleges. Special Victor Records for classrooms are used in schools and colleges. Much of this equipment is essential to modern teaching methods, and in addition contributes to orderly operation of schools.

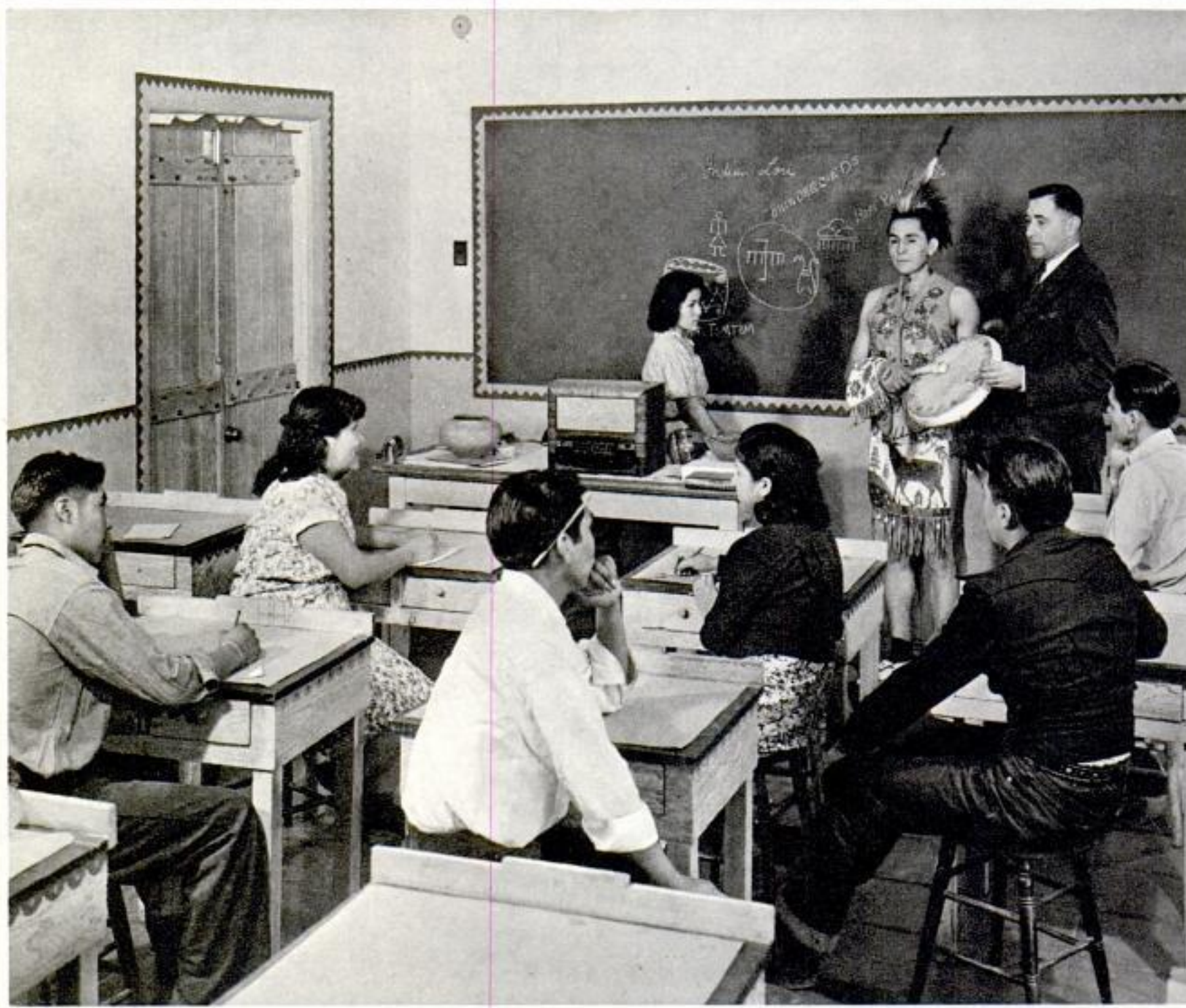
RCA is itself engaged in education through RCA Institutes, Inc., America's only school giving courses of college standard, devoted exclusively to instruction in the science of electrical communication.

Their's is a great heritage, and today through the magic of radio, whether it be the first generation in this country, or the tenth, they and all people of the United States understand their country better, and are more widely informed on more subjects than ever before.

RADIO'S SERVICE TO EDUCATION

SEE PAGES 2, 3, and 4

RADIO...GOOD NEIGHBOR...BROADCASTER OF CULTURE



ONE LITTLE, TWO LITTLE, THREE LITTLE INDIANS... AND MANY, MANY MORE UNDERSTAND MODERN LIFE BETTER THROUGH THE HELP OF RADIO

(Above) Scene at the Sherman Institute Vocational School for Indians, Riverside, California, where the descendants of the real native Americans find aid in appreciation of the white man's culture through an NBC program. Class is contrasting Indian tomtom with drum effects just heard during an orchestral broadcast. Radio helps thousands of teachers to make courses more interesting and stimulating to students.

Hear radio wherever you are. Indian students pause in tribal dance to listen to radio. They are using RCA Victor Pick-Me-Up set. Independent of wire connections, this model is ready to play anywhere because of built-in batteries.



THROUGH RADIO, THE CROSSROADS SCHOOL FINDS ITSELF AT THE CROSSROADS OF THE WORLD

Generations of pupils in this country school in New Castle Township (N.Y.) were completely isolated from cultural opportunities of the big cities. Today the building and the location remain the same but radio brings to teachers and

pupils the help of great leaders in many fields. This story has been repeated all across the land in thousands of rural schools to which radio brings instantly the story of world events, and makes available the inspiration of the world's culture.

**"I LIKE SCHOOL NOW
WE'VE GOT A RADIO!"**

...LEND NEW VITALITY TO TEACHING



MILLIONS WERE THRILLED

When Helen Henry sang on the NBC Music Appreciation Hour she symbolized the results of the most outstanding of radio's educational features. So highly esteemed is this program conducted by Dr. Walter Damrosch, that it is part of the regular study in more than 70,000 schools, where some 6,000,000 pupils hear it each week during the school year. Once herself one of these pupils, Miss Henry received her earliest inspiration to a musical career from Dr. Damrosch's famous program.

HE TEACHES IN MORE THAN 70,000 SCHOOLS

Never before the days of radio did any musician extend his influence to an audience remotely approaching that reached weekly by Dr. Walter Damrosch.

His "Music Appreciation Hour" broadcast each Friday during the school year by NBC is a regular part of the course of study in more than 70,000 schools. Dr.

Damrosch combines his understanding of children and of music, to hold his listeners' interest. Here is a notable example of radio as a potent aid to education.

In addition to its service for students, NBC broadcasts each week various programs planned to help adults

BETTER UNDERSTANDING

Tears then smiles as Barbara and her father clear up a misunderstanding such as might happen in any family. The NBC program "Wings for the Martins" dramatizes everyday happenings in the life of a normal American family with a home full of growing children. Thousands of parents are finding this story an education to themselves in their own relations with their children. In producing this program NBC has the cooperation of the National Congress of Parents and Teachers and the Department of the Interior Office of Education.





Federal Music Project group studies NBC programs—So great is interest in NBC Symphony Concerts that throughout the season numerous groups meet to study and discuss in advance the works selected by Maestro Toscanini, and the orchestra's guest conductors. Above is such a discussion group, photographed in one of its meetings at Federal Music Project Center, 99 Park Ave., New York.



Success and happiness in future years depend to a great degree on a child "knowing how to talk." The only means for accurate check on progress in voice training is the making of recordings of the pupil's voice. The RCA Victor Portable Recorder applies radio principles to the recording of sound. Records made on it make it easy for teachers to explain, and for pupils to understand errors. Photo shows Antoinette Pangallo, a pupil in the Holy Rosary School at Indianapolis making voice test record on RCA Victor Portable Recorder.



Today, through radio, the nation knows what its leaders are doing, is able to keep in touch with progress. A notable example is the annual Navy Day on RCA's Magic Key Program. Through announcers who are often thousands of miles apart listeners hear a vivid portrayal of the brilliant achievements of the U. S. Navy on the sea, in the air, and—as in the photo at left—under the sea.

—AND THE EDUCATION OF THE FUTURE



How soon the work of RCA Laboratories will result in general establishment of Television, none can say. Some day, however, Television will bring on-the-spot news scenes and various educational features to the homes of millions, who would other-



wise not be able to enjoy such advantages. Pictures show recent Television experiments in Washington. At left — NBC mobile Television camera near the Washington monument. At right — announcer and daughter as seen on the receiving set screen.



An Advertisement of

RADIO CORPORATION OF AMERICA Radio City, New York

RCA Manufacturing Co., Inc.

Radiomarine Corporation of America

R.C.A. Communications, Inc.

National Broadcasting Co.

RCA Institutes, Inc.

Lessons that Live are easy to Learn!



RCA Victor Sound Service for Schools Helps Teachers make Modern Lessons Vibrantly Alive!

Over 100,000 schools are currently making use of one or more RCA Victor products for the education of students. Pupils learn more—faster—this modern, effective way—and they remember what they learn!

MODERN EDUCATORS have discovered that subjects formerly presented in what seemed to many students to be dull, dry, uninteresting text books, are today studied in a way that makes lessons stimulating and alive—through the use of RCA Victor Sound Service for Schools. This modern teaching makes interested, eager pupils of today's boys and girls, who are getting far more scientific instruction than did the pupils of yesteryear.

A few of the RCA Victor products used in modern schools are illustrated on this page. Besides these, there are scores of others—all designed to make study an exciting adventure . . . to make lessons live! They will create a new, greater learn-

ing effectiveness in the school in your neighborhood.

Not only does an RCA Victor Sound System help in teaching, but it also contributes greatly to both operation and safety. Such a system permits quick, orderly transmission of messages or announcements to any or all rooms. In the event of fire it permits instant notice to every part of the building.

In addition to sound equipment of various types RCA Victor service for schools also includes a large number of Victor Records made especially for some definite educational purpose. These provide stimulating aid in teaching, particularly in the case of small children. In addition, thousands of schools also make continuous use of Victor Records selected from the general Victor catalog because of their cultural or educational value.

You can help give your local students the advantages of these products. Just send the coupon. No obligation.



Modern Educators Teach Speech with this RCA Victor Recorder

This new RCA Victor Recorder enables teachers to detect and correct faults in speech more effectively than ever before—by making records while students speak in the classroom.

This instrument is also extremely valuable for measuring pupils' progress in speech and music instruction . . . for the study and pronunciation of foreign languages . . . recording talks by prominent speakers for use in the schoolroom . . . recording of plays, dramas, debates, and other uses.

Illustrated is the console type Recorder which has many typically fine RCA Victor features. An RCA Victor Portable Recorder is also available. Both offer four prime essentials:

1. They record and reproduce with amazing accuracy.
2. They are sturdily built—withstand hard knocks.
3. They provide utmost dependability.
4. They are extremely simple to operate.



Here's an RCA Victrola Value That's Unbeatable

This Victrola, Good Times Model U-123 . . . a bonus of \$17.50 worth of your choice of Victor or Bluebird Records . . . membership in the Victor Record Society—all for \$129.95*.

This outstanding value is offered in order to keep men at work during what is usually the slow season in the RCA Victor factory. Its price is the lowest in RCA Victor history for an automatic record changing instrument. Automatically changes 10" and 12" records and is also a fine Electric Tuning Radio.

\$129.95*

*All prices f. o. b. Camden, New Jersey, subject to change without notice.

RCA Victor School Sound System Serves Many Educational and Administrative Uses

This system serves a dual purpose. With it the principal may direct to any or all classrooms educational radio programs . . . up-to-the-minute news . . . or recorded lessons. It may also be used for fire signals, an-

nouncements, music, lectures, and in other ways. For details send the coupon below for free booklet:

Picture shows system in use by Edward C. Seitz, Principal, Westminster High School, Westminster, Md.



EDUCATIONAL DEPARTMENT RCA Manufacturing Co., Inc., Camden, N. J.

I am interested in getting more details about modern audio-visual education. Also, please send me your free catalog "RCA Victor Sound Service for Schools."

Name
Address
School
City State



RCA Victor

A Service of the Radio Corporation of America

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SPORTS



JOCKEY MEADE WORKS OUT A FAST 5-YEAR-OLD AS DAWN BREAKS OVER THE HIALEAH TRACK



Talking with track loungers Jockey Meade never says what horse he thinks will win.



A card game for low stakes at home is one of Jockey Meade's hobbies.



Meade dresses carefully. For street clothes he prefers loud coats, ties.



Playing pool is something to do while waiting for the races.



A chocolate drink at the milk bar is all Meade generally eats for luncheon.



Resting before the racing starts. Don Meade usually rides at least four horses an afternoon.



Meade grips reins firmly in his hands. Aboard a horse, he uses short stirrups, rides high over the mount's shoulders.



After the races, Meade visits his wife at the hospital. Recently she underwent a minor operation, is rapidly recovering.



STEAM BATH SWEATS OFF MEADE'S EXTRA WEIGHT

FLORIDA GIVES DISBARRED JOCKEY A SECOND CHANCE

Most familiar figure at Miami's Hialeah Park this winter has been a little 23-year-old jockey named Don Meade. In race after race, as the horses hit the top of the stretch, this square-shouldered, stubby-legged kid, driving his horse like mad, has shot out from the field, flashed across the finish line a winner. In the first 38 days of the Hialeah meeting, he won the astonishing total of 62 races, became the outstanding jockey on U.S. winter tracks.

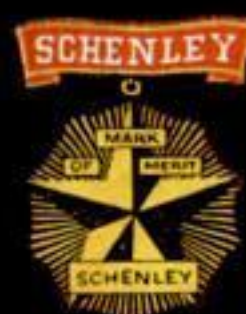
But there is more to the case of Don Meade than the winning streak of a great jockey. It is a case of dishonesty, suspension and reinstatement unparalleled in racing history. Back in 1936, as now, Meade was the leading rider on the winter circuit. Somehow that year, rumors began to spread that four or five of the jockeys were throwing races, and Meade received subtle hints to be careful. Finally his phone was tapped by track officials, and his conversations with a mysterious bookmaker named Ernie were overheard. Next day Meade rode a favorite named Red Badge and brought her in last. Red Badge's trainer complained to the stewards, who instructed the trainer to put Meade back on the horse for another race and see what happened. Meade then was heard to bet \$200 on Red Badge, and that afternoon he brought the horse in first. A few days later he was riding a favorite named Race Craft. Through "Ernie" he bet \$400 on a long shot called Move Faster. That afternoon, aboard Race Craft, he swerved and bumped all over the track, pulled up last. Move Faster won the race.

On March 4, 1936, Meade was suspended indefinitely from all U.S. tracks. For three years he stayed out of sight, saw his income dwindle from \$50,000 to almost nothing. Last fall, however, wealthy stable owners, anxious to have Meade ride their horses, went to work to have his suspension lifted. They felt he had learned his lesson, would henceforth go straight. In Florida this season Meade was reinstated.

During April of this year Meade will officially apply for reinstatement in New York, New England and California. Because he is a truly great rider and has influential friends, he may win his case. Should he succeed, many people feel that other jockeys might try to get away with race-fixing stunts. Most fans, however, are more sympathetic, believe that Meade deserves a chance to clear his name.



Big party?
Good taste says:
"LIGHT"
IS RIGHT



America has decided that "LIGHT" IS RIGHT . . . and you'll agree when you try Schenley's Friendly* Red Label. It's noted for *lightness*, with a fine, delicate flavor. Full 90 proof, too . . . and "melded" for smoothness by an exclusive Schenley method. Try Schenley's Red Label! It will convince you that "LIGHT" IS RIGHT!

**Friendly to your taste.*

Schenley's Black Label Blended Whiskey has a more pronounced flavor. It, too, is full 90 proof—and "melded" for smoothness by an exclusive Schenley method. It costs slightly more than Schenley's Red Label. 60 per cent grain neutral spirits.

SCHENLEY'S *Light* **RED LABEL**

SEVENTY PER CENT GRAIN NEUTRAL SPIRITS—BLENDED WHISKEY—COPR. 1939, SCHENLEY DISTILLERS CORP., N. Y. C.

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Thrifty Fleet Operators *Show the Way* to **Greatest Economy and Dependability**

Because spark plugs are a major contributing factor to engine efficiency and economy, cost records of fleet owners provide thrifty motorists with an excellent guide to the best spark plugs for every engine.

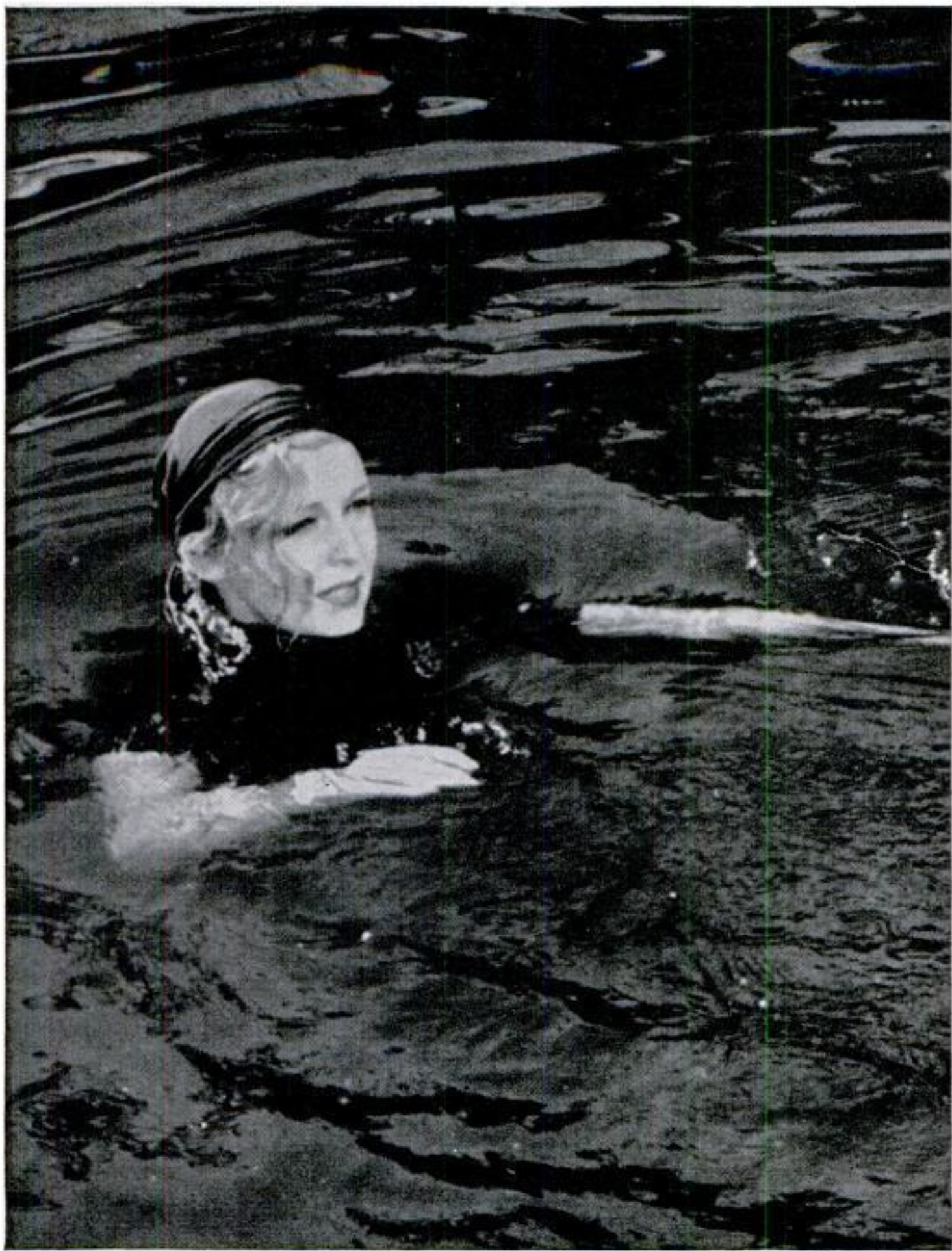
The performance features you naturally look for in a spark plug are the same as

those which leading fleet operators require. For example, Gray Line Pacific Tours, like so many exclusive users of Champion Spark Plugs, require spark plugs with maximum spread between pre-ignition and fouling. Champion Sillimanite, the world's finest insulating material, and

Champion's new and patented Sillment construction, which permanently seals them against troublesome leakage common to ordinary spark plugs, combine to insure perfect ignition over the widest possible range of operating conditions.

Only Champion Spark Plugs have these perfected and unduplicated features. Demand them for your car, and get the extra power, smoothness, economy and dependability which make them the universal choice of champions.

IT'S THRIFTY TO INSTALL NEW SPARK PLUGS — Demand CHAMPIONS



MADELEINE CARROLL GETS AN UNEXPECTED BATH IN LONG ISLAND SOUND

MOVIE OF THE WEEK:

Cafe Society

Paramount ribs Manhattan's screwball set

Ever since Frank Capra's delightful *It Happened One Night* (1934), Hollywood has made heavy use of its plot formula: spoiled society girl meets roughneck reporter—roughneck reporter reforms spoiled society girl. By now the formula is pretty well raveled on the edges, but Paramount has stitched the loose ends together and draped it brilliantly around a fast, funny and frothy movie called *Cafe Society*.

What makes *Cafe Society* pleasant featherweight entertainment is the society from which it draws its name. By now Manhattan's fast mink-and-ermine set has been so well publicized that everybody from Sauk Center, Minn., to Laredo, Tex., knows all about it. Everybody knows, for instance, that it is a curious conglomerate of bluebloods, businessmen, Broadwayites, Hollywooders and Europeans with moth-eaten titles. That its favorite haunts are pseudomodernist night clubs in the Manhattan 50's where food and liquor are only fair at \$10 to \$20 a head. That its favorite entertainers are the ditty-singing Dwight Fiske and the burlesque-dancing Hartmans who satirize the audiences they entertain. That its fashion arbiter is a florid journalist named Lucius Beebe. That its historian is a chubby Hearst gossip columnist named Maury Henry Biddle Paul ("Cholly Knickerbocker"). That its reigning queen is a stout and bustling party giver named Elsa Maxwell.

All these people are vaguely suggested and at least one of them—Columnist Lucius Beebe—is produced in the flesh in *Cafe Society*. Though Paramount claims, hereby, to debunk this strange U. S. phenomenon, its film is so gay and charming, so beautifully set and costumed, that the net result is to make cafe society really seductive.



Playgirl No. 1 of New York's cafe society is played by Madeleine Carroll, here returning from a European jaunt. For seven years she has been on the front pages and is anxious to stay there. Fred MacMurray, a ship-news reporter, adjusts her skirt to secure "leg art."



At her "come-as-you-were" party, where guests appear as they were dressed when invited, Madeleine wears a camisole petticoat. With her is Lucius Beebe, invited to play Madeleine's press agent. He perspired so profusely that a make-up man had to keep mopping his brow.

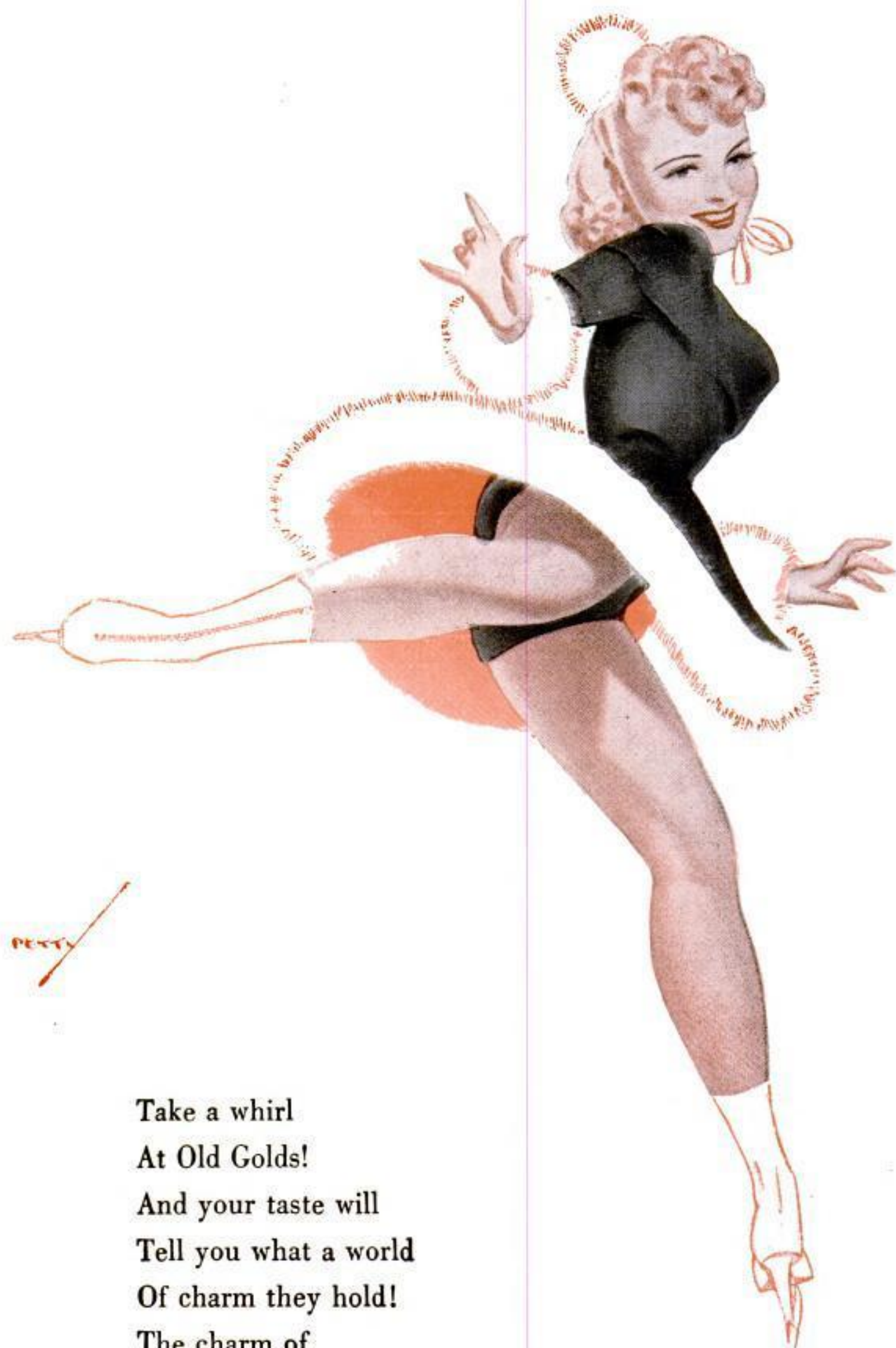


Typical cafe society gag is the costume of this guest who came with a shower-bath. After Madeleine bets a society reporter that she can again make front-page headlines, she entices Fred MacMurray out on a lonely night drive (below), inveigles him into marrying her.



CONTINUED ON NEXT PAGE

A Whirl of Charm!



Take a whirl
At Old Golds!
And your taste will
Tell you what a world
Of charm they hold!
The charm of
Utter freshness . . .
Guarded by their
Double Cellophane
Package! The charm
Of prize crop
Tobaccos aged extra
Long to give that
Famous Double-Mellow
Flavor! Give O.G.s a
Whirl! And they'll glide
Right into your favor.



Every pack wrapped in 2 jackets
of Cellophane; the *OUTER*
jacket opens from the *BOTTOM*.

For Finer, *FRESHER* Flavor, Smoke Double-Mellow Old Golds

TUNE IN on Old Gold's "Melody and Madness" with ROBERT BENCHLEY and ARTIE SHAW'S Orchestra,
every Sunday night, Columbia Network, Coast-to-Coast.

Copyright, 1939, by P. Lorillard Co., Inc.

Movie of the Week (continued)



On *Madeleine's* yacht in Long Island Sound, Manhattan's wealthy "screwball set" play "The Game." Here *Madeleine*, who has had three too many glasses of champagne, acts out "Passion is spinach" to the disgust of her new husband (*extreme left*).



Into the icy Sound tumbles tipsy *Madeleine* when *Fred*, during a quarrel, insists that she go home with him. He dives overboard, hat and all, and tries to get her into the launch moored to the yacht. But stubborn *Madeleine* refuses to budge.



Madeleine clings to a surfboard while *Fred*, dripping wet and fuming mad, starts the launch's motor. When the vessel swings out into the Sound, the surfboard is yanked after it. *Madeleine* cheerily stands up on it, eggs *Fred* into driving faster.



Headed for Manhattan, five miles away, goes Fred at full speed, with his cafe society wife jouncing precariously behind in the launch's wake. Miss Carroll, who never rode an aquaplane in her life, turned this job over to a Hollywood stunt woman.



Both are sorry when they reach Madeleine's swank riverside apartment. By this time, the dainty playgirl's palms are rubbed raw from clinging to the surfboard ropes, and her frail body is thoroughly chilled from the wild ride down the Sound.

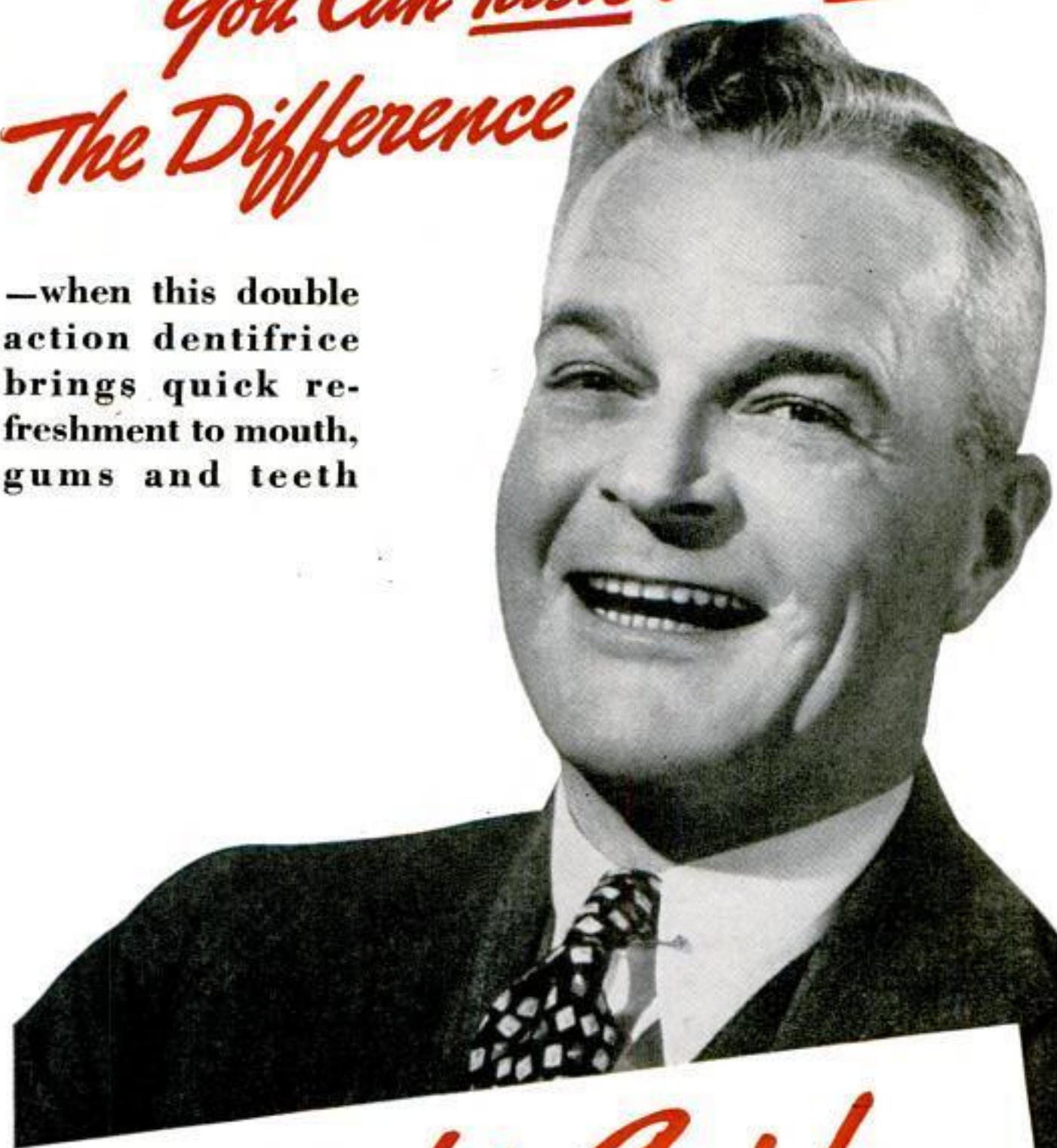


A warm bath and kind words from her erstwhile irate spouse are Madeleine's reward for her display of courage. She promises to reform, and it now seems that her marriage may actually become a happy one. But the next morning they quarrel again.

CONTINUED ON NEXT PAGE

You Can Taste and Feel The Difference

—when this double action dentifrice brings quick refreshment to mouth, gums and teeth



Fight Acid when you brush your teeth!

SQUIBB DENTAL CREAM* renders double service. In addition to its cleansing and polishing agents, it contains a safe and agreeable antacid.

For tooth decay is commonly caused by acids, formed when food particles ferment in the many tiny crevices in and between the teeth. That is why you should fight acid when you brush your teeth.

Squibb Dental Cream (or Squibb Tooth Powder*) neutralizes the acids caused by fermentation, wherever it comes in contact with them.

Buy a tube or tin today . . . use it for your next brushing. Instantly, your mouth will respond to the keen, clean taste . . . the glorious feeling of refreshment!

Begin this beneficial habit today —and don't forget that, by the daily use of Squibb dentifrices and adequate professional care, most tooth decay can be prevented.

*A Squibb laboratory control number appears on every Squibb product. This number is a guarantee that the raw materials, steps of manufacture, and the final Squibb product have been subjected to the severity of all Squibb tests.



COPYRIGHT, 1939, E. R. SQUIBB & SONS

SQUIBB Dental Cream

The Priceless Ingredient of Every Product is the Honor and Integrity of its Maker

"If you're trying to take a man's breath away . . . don't let your breath take your man away. Keep it sweet with LIFE SAVERS!"



"A bright girl never lets a dull taste linger. Freshen up your mouth with MOLAS-O-MINT LIFE SAVERS!"

"When it comes to something good to eat, I'll take PEP-O-MINT LIFE SAVERS! I love their real mint flavor . . . just like fresh-picked mint leaves wet with dew!"



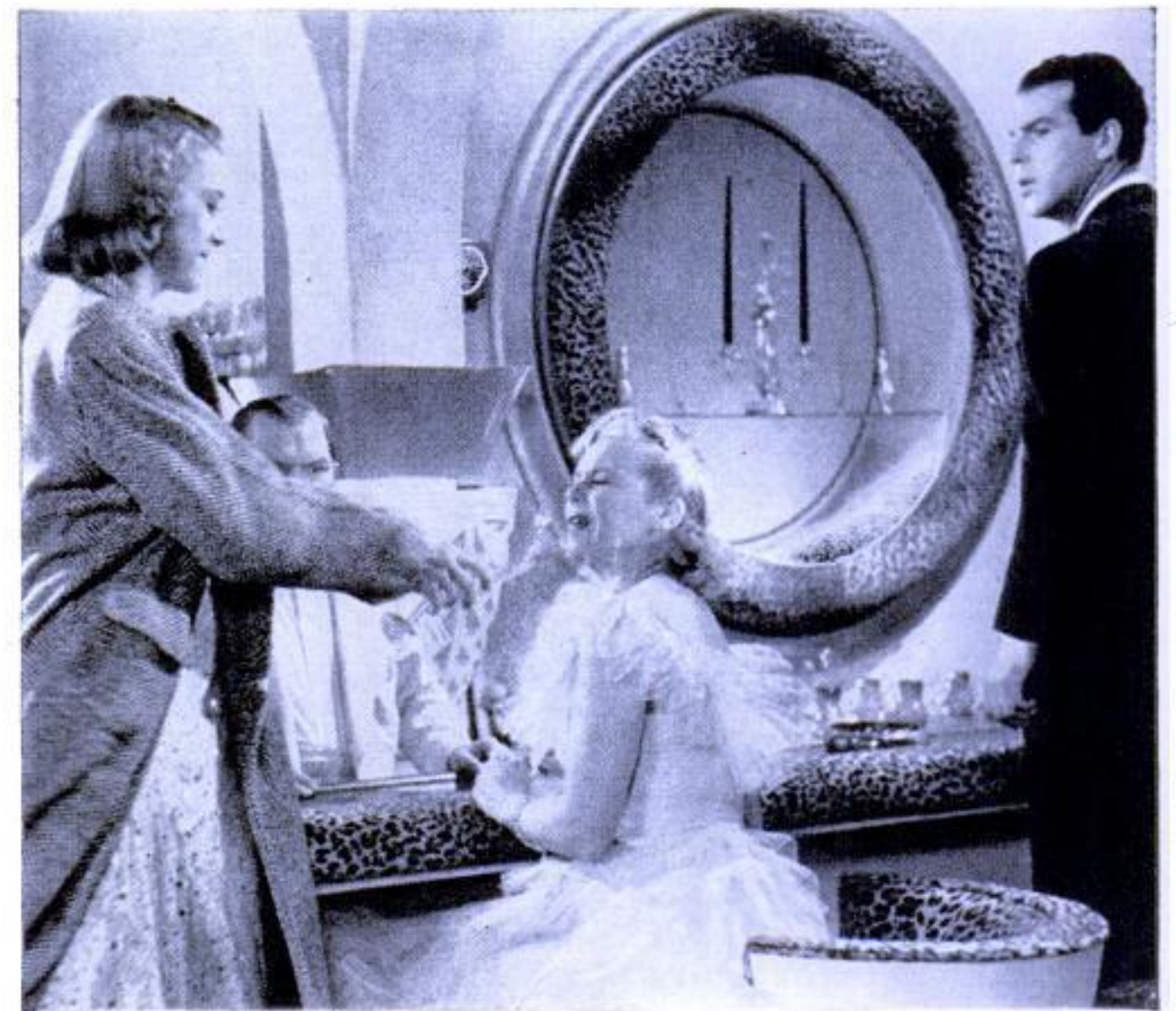
"Everybody's breath offends sometimes, after eating, smoking, or drinking. Let LIFE SAVERS save yours."

13 delicious mint and fruit flavors. Sold everywhere, 5¢

Movie of the Week (continued)



Madeleine is jealous when Shirley Ross, who lives in the apartment above Fred's, gets a singing job in the "Tunisian Room" with Fred's help. Though Shirley makes a hit, Madeleine tells the proprietor that the girl cannot sing and has her fired.



A cocktail splashes Madeleine's face when Shirley, sick with disappointment, learns that Madeleine has ruined her singing career. The leopard trimmings of the bar suggest the zebra panels of famed El Morocco, the hangout of Manhattan cafe society.



Revenge with a siphon is Madeleine's answer to Shirley's cocktail insult. Shirley's gold sequin gown and her plain tweed topcoat are thoroughly sprayed. This makes Fred so disgusted with his wife that he walks out on her and takes Shirley home.



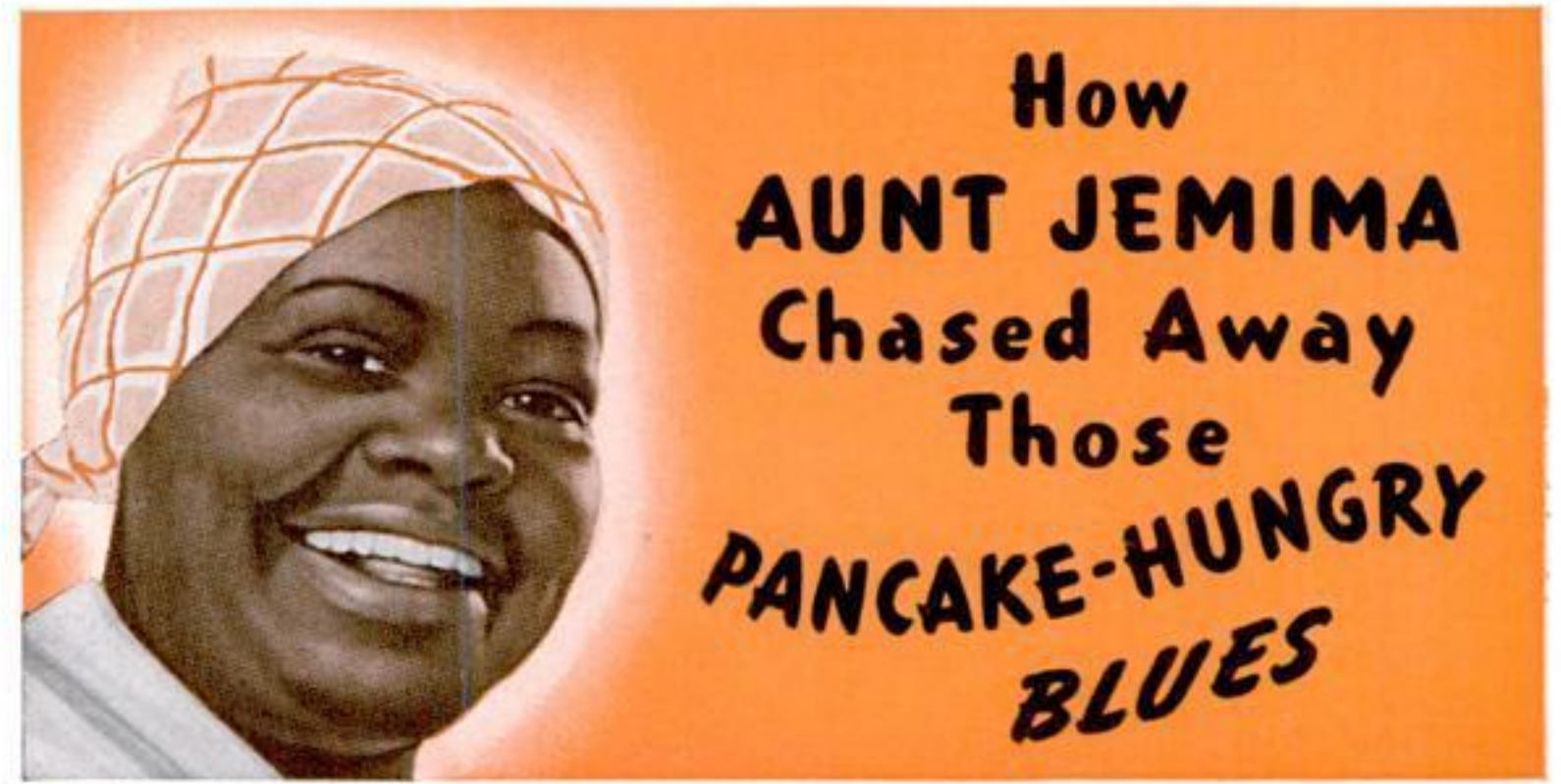
A smart society reporter, who has seen the row with Shirley, tells Madeleine he will run an account of it in his chit-chat column. In the movie he is called Sonny DeWitt, but he suggests Socialite Maury Paul, Hearst's "Cholly Knickerbocker."



With deadly aim, Madeleine squirts a broadside of Seltzer water smack in his face. This sequence, though given a sophisticated coating of silver siphons and cocktails, stems directly from the crude pie-throwing days of 1915 Mack Sennett comedies.



To the paternal bartender Madeleine confesses that she acted like a heel in having Shirley fired. He urges her to swallow her pride and ask the proprietor to re-hire Shirley. When she does so, she regains the respect of her reporter-husband.

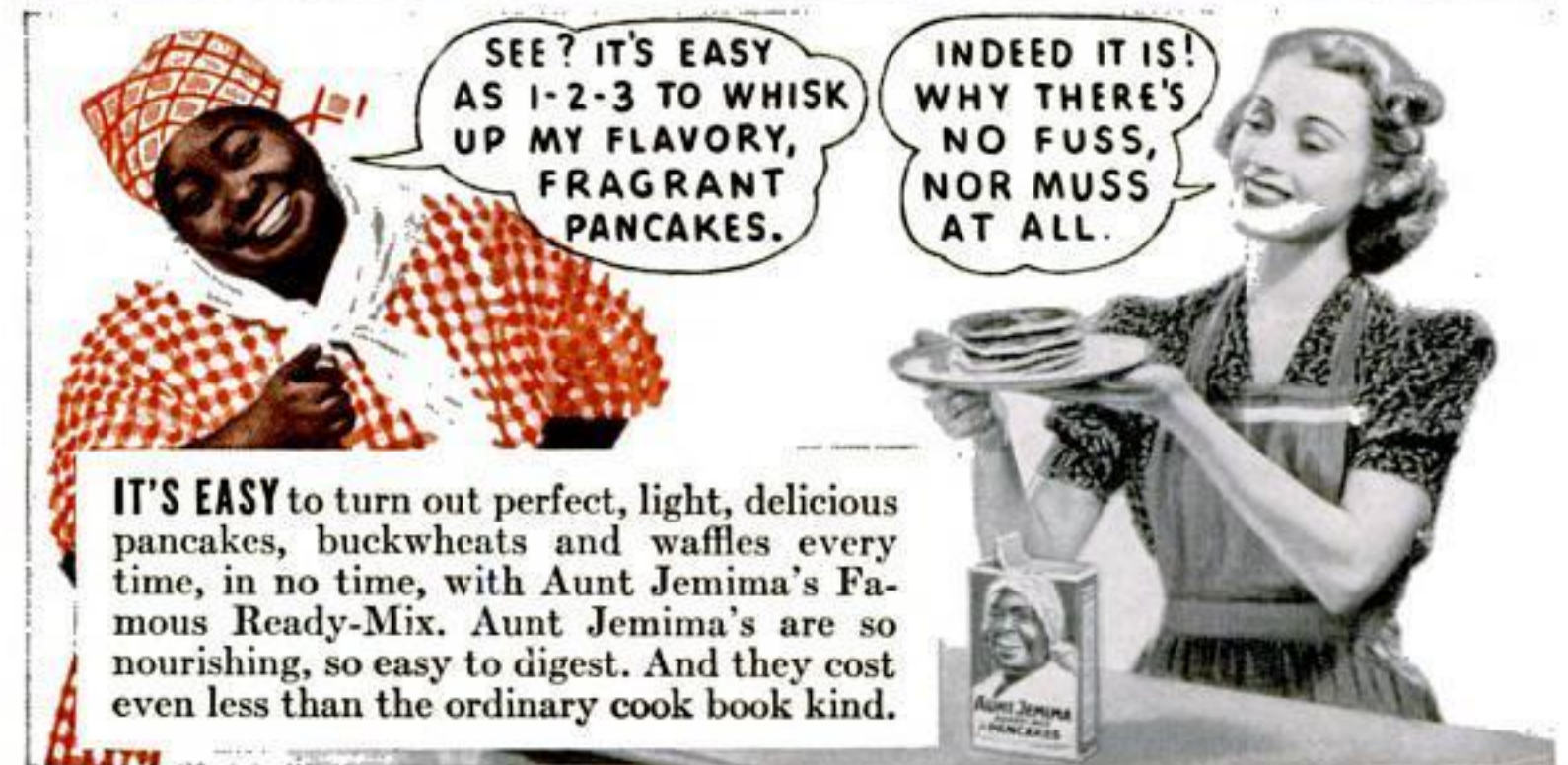


How
AUNT JEMIMA
Chased Away
Those
PANCAKE-HUNGRY
BLUES



"WE'VE GOT THOSE
PANCAKE-HUNGRY
BLUES."

I HEAR YOU
CALLIN' FOR
MY DELICIOUS,
JIFFY-QUICK
PANCAKES.



SEE? IT'S EASY
AS 1-2-3 TO WHISK
UP MY FLAVORY,
FRAGRANT
PANCAKES.

INDEED IT IS!
WHY THERE'S
NO FUSS,
NOR MUSS
AT ALL.

IT'S EASY to turn out perfect, light, delicious
pancakes, buckwheats and waffles every
time, in no time, with Aunt Jemima's Fa-
mous Ready-Mix. Aunt Jemima's are so
nourishing, so easy to digest. And they cost
even less than the ordinary cook book kind.



PANCAKE DAYS IS HAPPY DAYS

WE'RE ALL GOING TO
GIVE YOU A GREAT
BIG KISS FOR THESE
AUNT JEMIMA'S MOM.

YES SIRE!
WE JUST LOVE
'EM. AND WE
LOVE YOU FOR
MAKING
'EM.

TODAY IS Aunt Jemi-
ma pancake day. So
happify your family,
and win their loving
thanks, by giving
them tempting, tasty
Aunt Jemima's with
streams of melting
butter and sunny,
sweet syrup trickling
down their sides.



Aunt Jemima says: "Enjoy both
my tasty Pancakes and my tangy Buck-
wheats, as millions do. Ask your grocer
for a package of
each right away."

It's a well-known fact that very

A person who buys something is generally called a consumer. A consumer—because the retail purchaser usually *eats or uses up* the things he buys.

The term consumer thus applies graphically to buyers of foods, drugs, clothes, oil and gas. But “consumer” is a misnomer in the case of a *magazine* buyer. He uses, but does not *use up or eat* his magazine. As advertisers have known for years, a magazine is used by more than one in a single household, usually passing on to still further use *beyond* the household.

Follow that Magazine!

But *there's* the rub. *How many* more people *read* magazines than *buy* them? No one has known—with any certainty. Yet it is *important* for advertisers—when investing their money—to know how *big* an audience, how *valuable* an audience magazines reach.

Hence *LIFE's Continuing Study of Magazine Audiences!*

Just as The Audit Bureau of Circulation has succeeded so admirably in establishing exact information on magazine *circulation*, so we now are seeking to establish accurate information on magazine *audiences*.

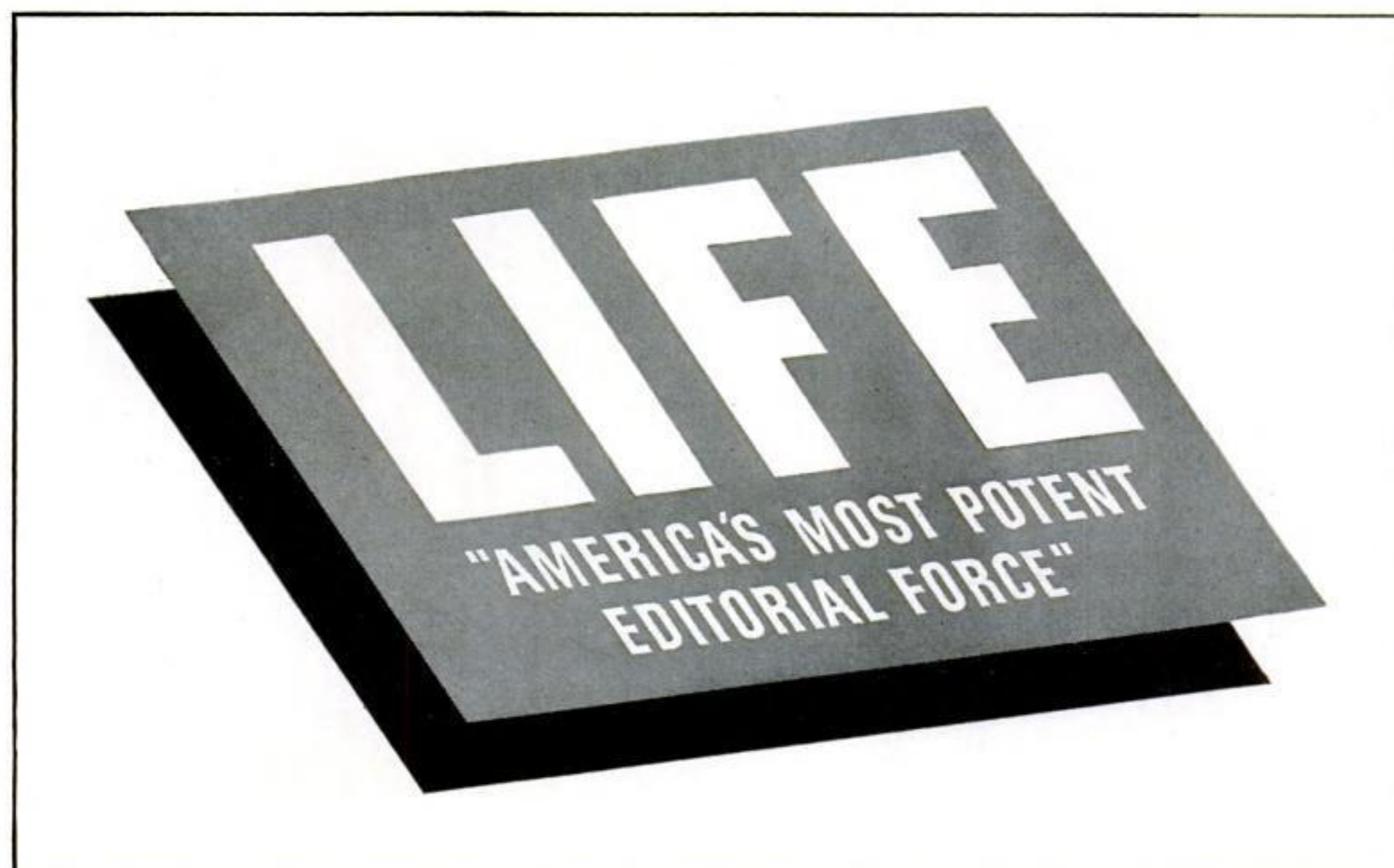
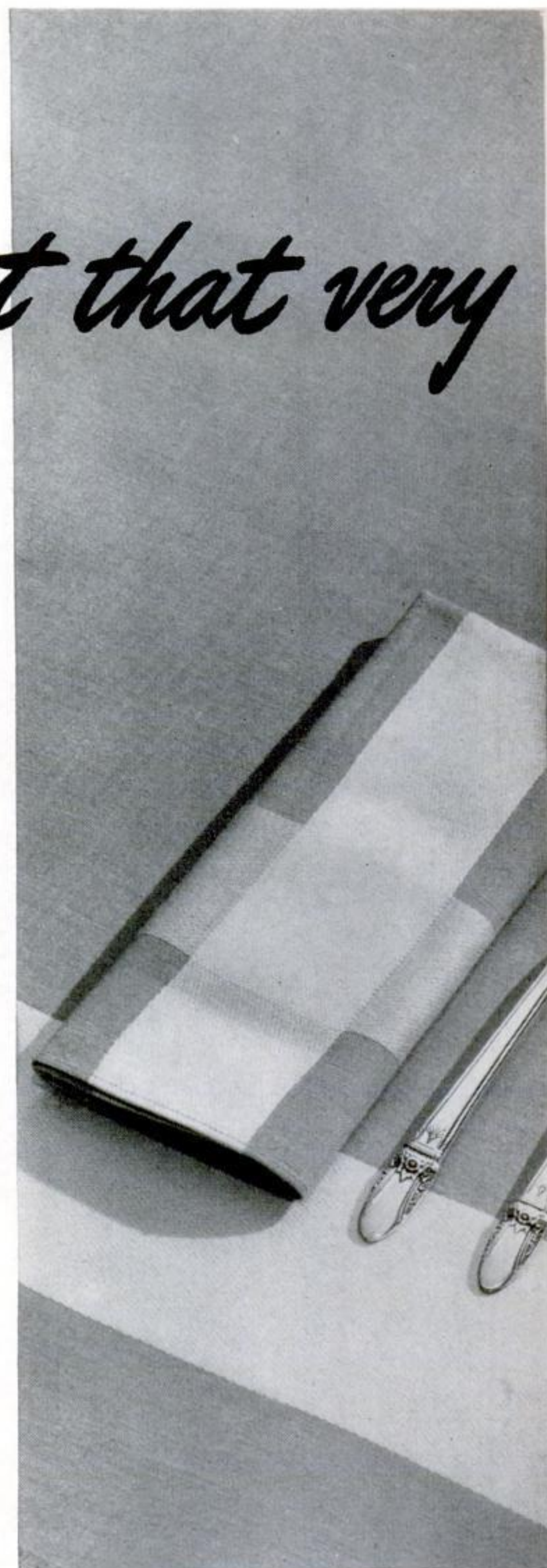
New Methods—New Accuracy

Recently developed research methods—new methods that are predicting election results and tides of public opinion with such amazing precision—have at last made possible *dependable* assays of actual magazine readership.

These methods are being employed for *LIFE's Study* by Crossley, Inc.—with direction and authentication by a committee of several of the leading research authorities of the country. The Study, therefore, is strictly fact-finding, *absolutely impartial*.

America in Miniature

The Study samples a *true cross-section* of America. It samples *proper proportions* of nine geographical sections, each split into six popu-

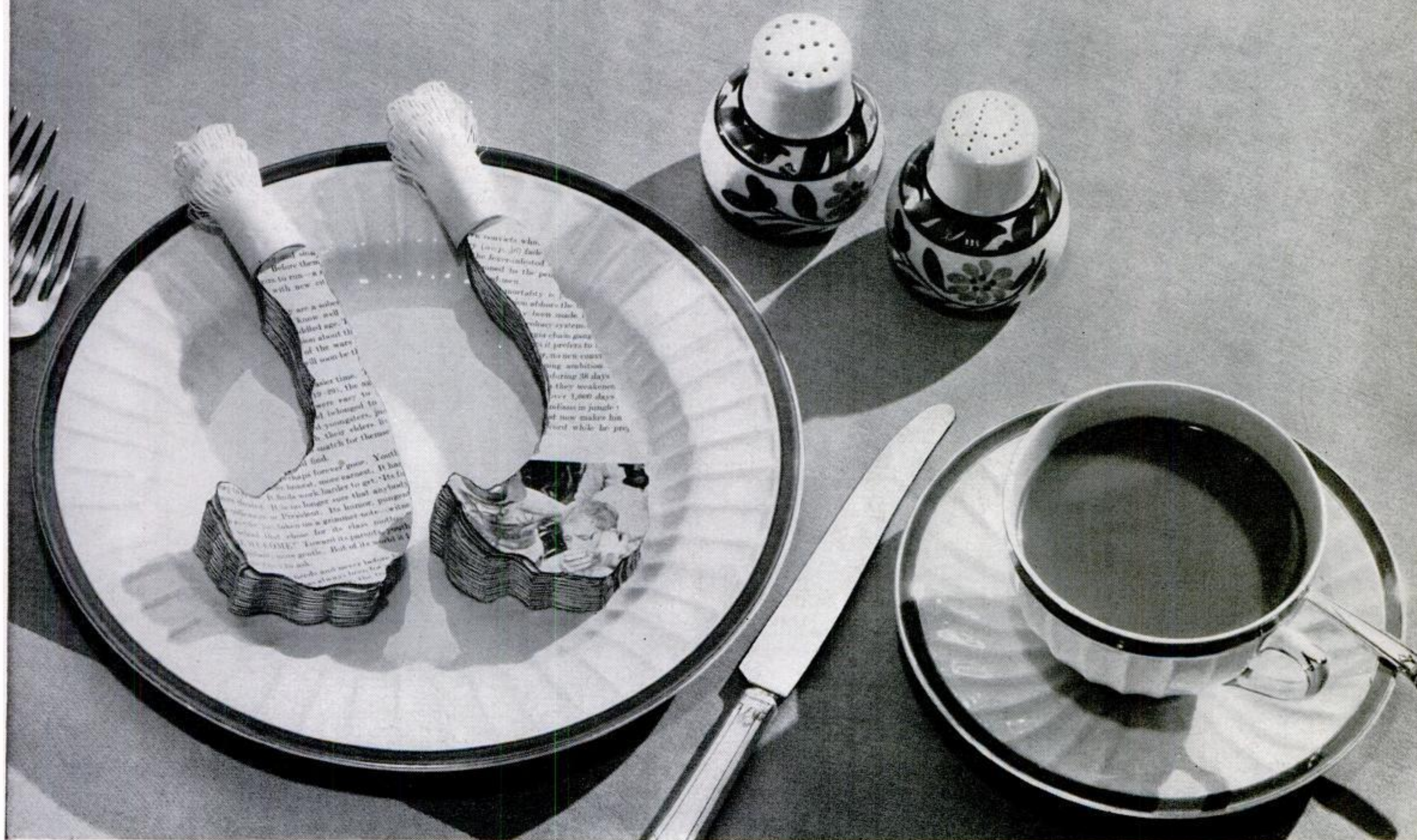


lation groups ranging from metropolis to farm. These groups are split by color, sex, and age groups from ten years up. And the spots picked for interviewing represent—also proportionally—each type of industrial and commercial activity, even each type of farming.

The interviews are made *personally* by trained research workers. The people counted as part of a magazine's audience must *demonstrate clearly* that they have seen and remember getting into the magazine. The inevitable percentage of confusion and falsehood is recognized and *scientifically eliminated*.

The size and scope of the cross section sampled by the Study is *considerably greater* than

few people eat magazines



is necessary for accurate *nation-wide* conclusions.

The procedures employed are the most modern, scientific, and *successful* research and statistical methods enjoying the confidence of business and governmental leaders today.

How the Study Serves You

LIFE's Continuing Study unquestionably arms you—for the first time—with *reliable* estimates of the total number of people who actually get their hands on a weekly magazine, open it, and read part or all of it.

The number may surprise you.

But there it is—openly and soundly arrived

at—offering a new clue for the measurement of *editorial interest and potency*.

This new measure, naturally, does not pretend to replace "net paid" *circulation* information. Rather—it augments and complements such information. And it is with this conception of *audience* figures that LIFE wishes to submit these findings . . . as a contribution to more intelligent, more thoroughly informed buying of advertising space . . . and a more effective means of impressing on the trade the true extent of your advertising's influence.

Here is the number of people—as shown by the Study—who see, open, and read part or

all of each issue of the four largest weekly magazines:

Magazine	Audience	Circulation*
COLLIER'S	15,900,000	2,633,878
LIBERTY	14,000,000	2,485,395
LIFE	17,300,000	2,029,761
SATEVEPOST	12,900,000	3,055,123

*Third quarter 1938, publishers' statements

The complete methodology of LIFE's Continuing Study of Magazine Audiences, and its first findings, are available in "Report No. 1." It is worth studying—or letting one of us explain it to you—it contains *the biggest advertising news in 25 years!*

MOVIES

THE FIRST ACTRESS OF THE SCREEN DONS A WIG AND PLAYS AN EMPRESS

The picture of Bette Davis below was taken by her cousin John Favour with his Rolleiflex camera while she was posing for publicity stills in the Warner Bros. studio. It shows her wearing a black wig and a silk moiré hoopskirt for the tragic part of Carlotta, Empress of Mexico in 1864. A genius at acting unpleasant roles that other Hollywood stars would abhor, the girl who went magnificently bad in *Of Human Bondage* and blind in *Dark Victory* (release date, April 8), will now go insane in Paul Muni's *Juarez*.

During the screening of *Juarez*, fragile Bette Davis, who never has trouble with her lines, struggled desperately with the wire hoops and starched petticoats of her role. Once she became entangled in them, fell on the stage, cried: "What this part needs is not an actress but a stunt woman." A stirring performance is nonetheless reported from the woman whom many regard the world's foremost actress of the screen.



THIS IS HOW BETTE DAVIS WILL LOOK AS EMPRESS CARLOTTA IN "JUAREZ"

AMERICA'S SMARTEST WALKING SHOES

*- go places
comfortably*



*"Trez"-
lightsome sandal.
a rhythm in curves.
Patent, Blue or Brown
Calf, White Swan Buc.*



*"Amy"-
sleek step-in
pump, cut out for
social success. Black, Wine,
Blue, or White Kid.*



*"Avalon"
is wide-open!
Black, Brown, Blue
or Brown Alligator Calf.
White Swan Buc.*

\$5 TO
\$6

It's fun to buy shoes this year (particularly Enna Jetticks). For this year's shoes have the dash and originality of costume jewelry (especially Enna Jetticks). They're young-looking . . . yet very sophisticated (most of all Enna Jetticks).

And now, two *practical* reasons for choosing Enna Jetticks. First, they fit . . . as beautifully as a lock fits its key. Some styles may be had in sizes 1 to 12, widths AAAAA to EEE. Second, they're comfortable from the first step. All Enna Jetticks are "hand-flexed". Meaning—broken in by hand on specially designed blocks.

So don't pay more than five to six dollars without first seeing (and feeling) the new Spring styles in Enna Jetticks.

Enna Jetticks
Hand-Flexed by Master Craftsmen
AUBURN NEW YORK

This year add the SAN FRANCISCO FAIR



to all the fun of SOUTHERN CALIFORNIA

1 Magically encircled by a great Bay and the world's two largest bridges, the San Francisco Exposition invites you this summer. See this nearby spectacle and enjoy its fascinating exhibits and Arabian Nights' setting—on your trip to Southern California!



3 This summer you can find a hidden snow pocket in the High Sierra... visit Old Spanish Missions, foreign settlements, giant trees... see sunken gardens, top flight horse racing, lush orange groves, movie sets. You can drive down a palm-bowered boulevard to a mammoth open-air market or to a famous restaurant where awnings overhead ripple in a cool sea zephyr and your waitress looks like a movie star...



2 You'll excuse us if we use that word again, but we think we've got the BIGGEST vacation in years out here on the Pacific Coast. Before you see San Francisco's great World's Fair, you can enjoy all the matchless year 'round climate and fun and sport of Southern California. Come this summer to stretch out on a long cool beach or ride the blue surf (above)... sleep under blankets... sail to nearby Pacific pleasure isles...



4 Few people can miss having a good time in Southern California. So much going on: Symphonies Under the Stars, for instance, Hollywood sneak previews, a newly-discovered swing maestro, steaming tortillas in Olvera Street, coast-to-coast broadcasts, a hillside supper club where celebrities—authors, musicians, actors, wits, columnists—are as thick as after-dinner mints... There's adventure on every hand in this place that's young, that's doing things, that's more stimulating than ever before.

Why put it off any longer? Travel is faster, costs are lower, there's more to see

Even from New York, Southern California and the San Francisco World's Fair are just overnight by plane; 2½ to 3 days by train; 4 to 7 by auto or bus. And vacation costs in Southern California average 22.8% under those of 20 other leading U. S. resorts. You'll find accommodations for every taste in Los Angeles, Pasadena, Glendale, Hollywood, Beverly Hills, Santa Monica, Long Beach, Pomona and other cities in and near Los Angeles County.

FREE: New Illustrated Book Plans Trip for You

How do I get to Southern California? What will it cost? How much time will I need? What is there to do and see?

These and countless other questions are answered in words, pictures and maps by our new book, "How to Plan Your Trip to Southern California." Authentic facts available only through this non-profit community organization. Coupon brings your copy FREE by return mail. Start planning now!

When you arrive, make your first stop our unique Visitors' Bureau, 505 W. Sixth St., Los Angeles, for 26 helpful services, assuring greater enjoyment while you are here. FREE, of course.

ALL-YEAR CLUB OF SOUTHERN CALIFORNIA

Come to California for a glorious vacation. Advise anyone not to come seeking employment, lest he be disappointed; but for tourists, the attractions are unlimited.

MAIL COUPON TODAY

All-Year Club of Southern California,
Sec. S-3, 629 So. Hill St., Los Angeles, Calif.

Send me free book with complete details (including costs) of a Southern California vacation. Also send free routing by ☐ auto, ☐ rail, ☐ plane, ☐ bus. Also send free booklets about counties checked: ☐ Los Angeles, ☐ Orange, ☐ Riverside, ☐ Santa Barbara, ☐ Inyo, ☐ San Diego, ☐ Imperial, ☐ San Bernardino, ☐ Ventura, ☐ Mission Trails, ☐ Central California.

Name

Street

City State

(Please print name and address)

Years ahead!

NEW LOW-PRICED HOOVER

with modern streamlining \$52⁵⁰

Five million women have bought Hoovers—a new all-time record for any major household electric appliance. Here's why Hoover ranks first in sales—it has given women more cleaner improvements, more efficient cleaning and more conveniences than any other cleaner—and that's what women want!



THE NEW HOOVER "305"

Ahead in style . . . new Henry Dreyfuss design . . . Ahead in features—No-Adjustment . . . "just-right" cleaning on thick or thin rugs, without adjusting. Ahead in value . . . Hoover quality at amazingly low price. Cleaning Tools in Handy Kit and Mothimizer, available at slight extra cost. Cleaner and all equipment, only \$1.00 a week, payable monthly, with small carrying charge.



INTERIOR BY JAMES & LANDOR ANTON BRUEHL PHOTOGRAPH

WHEN women get to talking about their cleaning problems, you're sure to hear this: "The Hoover *does* keep colors fresher". Whether it's deep-piled rugs or Orientals, heavy hangings or pale upholstery, the answer's the same: "The Hoover *does* keep colors fresher".

On rugs it's the patented Color-Restorer (Agitator), on furnishings it's the light Cleaning Tools that get out hidden dirt that hides color. That deeper, better cleaning is the difference between Hoover and other cleaners.

Color-Cleaning by Hoover—a leading, local store will give you this test, through its neighborhood representative, with any Hoover model—the new "305", the One Fifty Cleaning Ensemble or the Ensemble in Brown. Telephone your dealer today.

Years ahead!

HOOVER

CLEANING ENSEMBLE

Keeps color fresh

IT BEATS . . . AS IT SWEEPS . . . AS IT CLEANS



The difference—only Hoover has this Agitator



Hoover cleaning makes the floor a safer playground



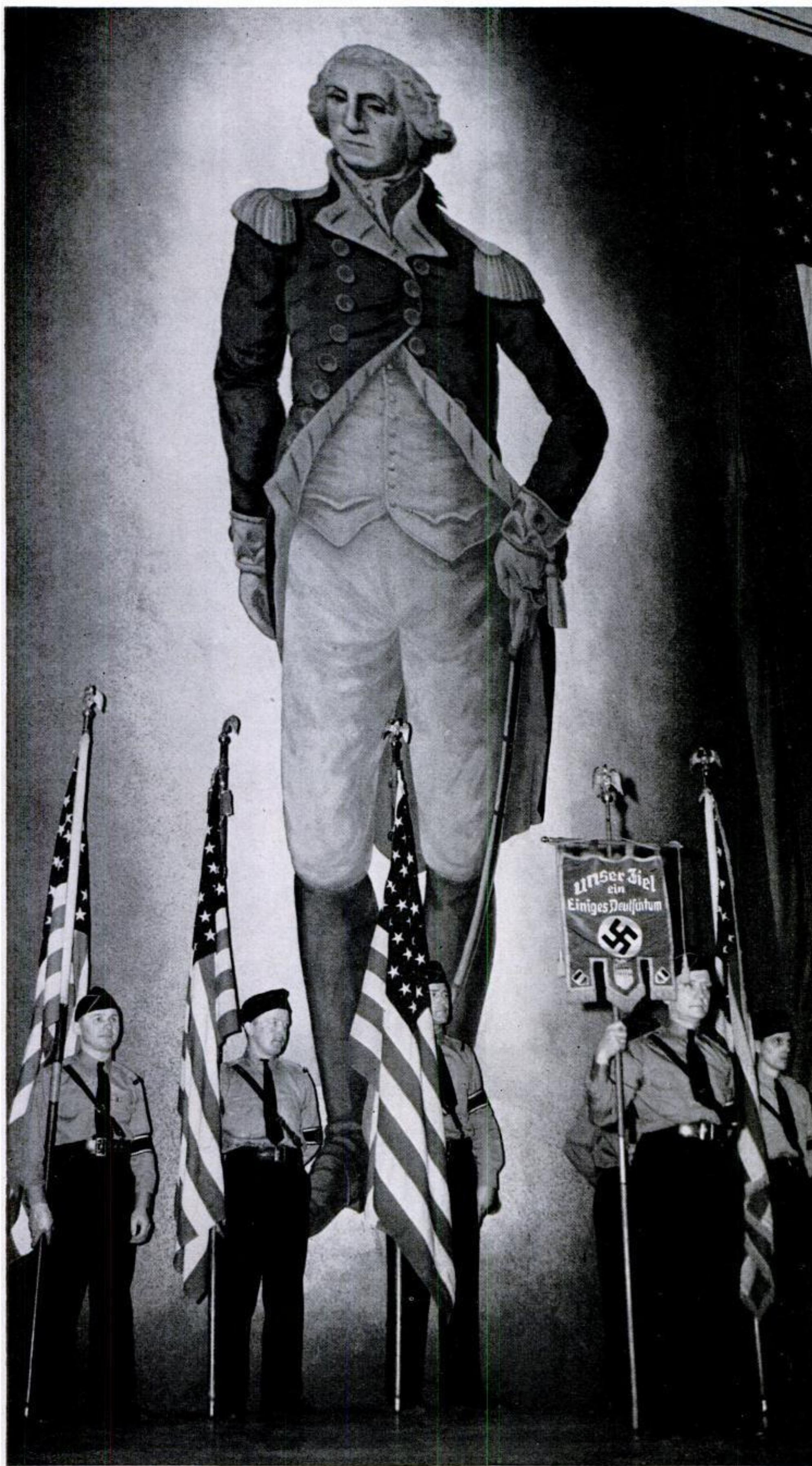
Hoover cleaning gives extra moth protection



Hoover cleaning is most effective for dog hairs

Jade green carpet, oyster white walls. Hangings, jade green taffeta. Upholstery, yellow damask, and oyster white chintz patterned in jade green and yellow. These lovely colors call for Hoover Color-Cleaning.

FASCISM IN AMERICA



George Washington is adopted as a Nazi hero in this 40-ft. backdrop at the Bund rally Feb. 20. Translated, slogan on

the swastika-starred banner carried by storm trooper at right reads: OUR GOAL: A UNITED GERMANDOM.

LIKE COMMUNISM IT MASQUERADES AS AMERICANISM

Some 17,000 people packed New York City's Madison Square Garden on the evening of Feb. 20 for what was advertised as a "Pro-American Rally" in celebration of Washington's birthday, organized by the German-American Bund ("American Nazis"). Protected by uniformed Storm Troopers (*see p. 22*), speakers for three hours derided American democracy, praised Nazi Germany and its ideals, preached hatred and expulsion of Jews and "Jewish Communism" from America. Loud cheers greeted mention of the names of Hitler and Mussolini. Loud laughter greeted a speaker's sneering reference to "Franklin D. Rosenfeld."

It was almost as difficult for an American to keep cool in the face of this display as it would be if—with exactly similar manners—a guest in his home were to scrawl obscenities on his walls and publicly proclaim his wife a trollop. But keep cool he must. For their incitement to reckless anger is the only real danger to America of its alien advocates.

That goes, of course, for the Communists as well as the Nazis. Each of these groups wins its converts by summoning patriots to "save America" from the other, but at bottom they are no more unlike than the red and the black on a roulette board. They hate and fight each other precisely because they are rivals for the same power. Each derives its inspiration and guidance, if not its pay, from a foreign government which presents the model of a superstate run by supermen. Each calls its doctrine Americanism and skulks behind the symbols and heroes of America (*see left and below*) while working to destroy the American democracy which it despises.

But there is one profound difference which makes Fascism a far graver menace to America than Communism. For Communism is a frank proposal to change America's whole way of life by taking away every man's possessions and giving them to the State. With this alien ideal, the Communist Party in America has in 20 years acquired 100,000 active members and some 129,900,000 enemies. But Fascism begins as a call to fearful men to unite to defend against clutching enemies not only their country but also their own personal possessions. Americans in the past have responded in multitudes to that call. In fear-ridden 1939 it now appears that an increasing number of them are yielding again.



Abraham Lincoln (center head, top right) is adopted as Communist hero in this mural at national Party headquarters.

CONTINUED ON NEXT PAGE

Liberation

Vigilance is the Best Security

Don't fool yourself that all this Bankruptcy Statesmanship hasn't hard sense behind it—wait till the nation is offered at five cents on the dollar and see if it isn't New-Deal big shots who begin to buy it in!

VOL. X—No. 6

ASHEVILLE, N. C., JANUARY 14, 1939

PRICE 10 CENTS

WILL IT TAKE CIVIL WAR TO END JEW CONTROL?

"Liberation," organ of William Dudley Pelley's Silver Shirts, is published in Asheville, N. C. In this issue Pelley harangues his followers to prepare for the civil war by which Gentile Americans will overthrow the Jewish hierarchy which he says has seized control of the Government.

<p>The Edmondson Case • See Page 4</p>	<h3>Christian Free Press</h3>	<p>Revolution by Education • See Page 2.</p>
No. 20	MAY, 1938	Price Five Cents

JEWRY DECLARES WAR, CHRISTIAN PATRIOTS ARE READY

"Christian Free Press," published in Glendale, Calif., is the organ of the Militant Christian Patriots. Current anti-Semitism is fed by charges that American Jews, in preaching hatred of Hitler, are trying to push America into war with Germany in order to save their persecuted fellows.

NATIONAL AMERICAN BULLETIN

"The Common Wolf Above Private Greed"

PUBLISHED SEMI-MONTHLY FOR THE RESTORATION OF AMERICA FOR THE AMERICANS AT 141 EAST 116TH STREET, NEW YORK CITY

VOL. 2 NO. 12

DECEMBER 8TH, 1937

5 CENTS

"National American Bulletin," published by the American National Socialist Party with headquarters in New York City, bears a Nazi swastika. Sheets like this now feature horrendously exaggerated reports of Jewish refugees swarming to America and taking away Americans' jobs.

THE AMERICAN NATIONALIST CONFEDERATION THE NEWS BULLETIN

Vol. 1, No. 12

April 9, 1938

Ten Cents

An independent periodical printing "The News Behind the News," upholding the principles of Americanism and the republican form of government—as opposed to the subversive forces of internationalism (already dominating press and communications) now attempting to control the federal government.

EDITORIAL

FASCISM - AMERICA'S ONLY SOLUTION

The time has arrived for a practical and constructive plan of government to be offered to the nation. That plan is that of the Fascist State. None other is strong enough to save the nation from complete destruction at the hands of the international control (as in Russia or Mexico).

The American Nationalist Confederation is an attempt to unite scattered Fascist groups into a national organization. Its *News Bulletin* is printed in St. Albans, W. Va., by a house painter named George Deatherage, head of the Knights of the White Camellia (see the opposite page).

FASCISM IN AMERICA (continued)

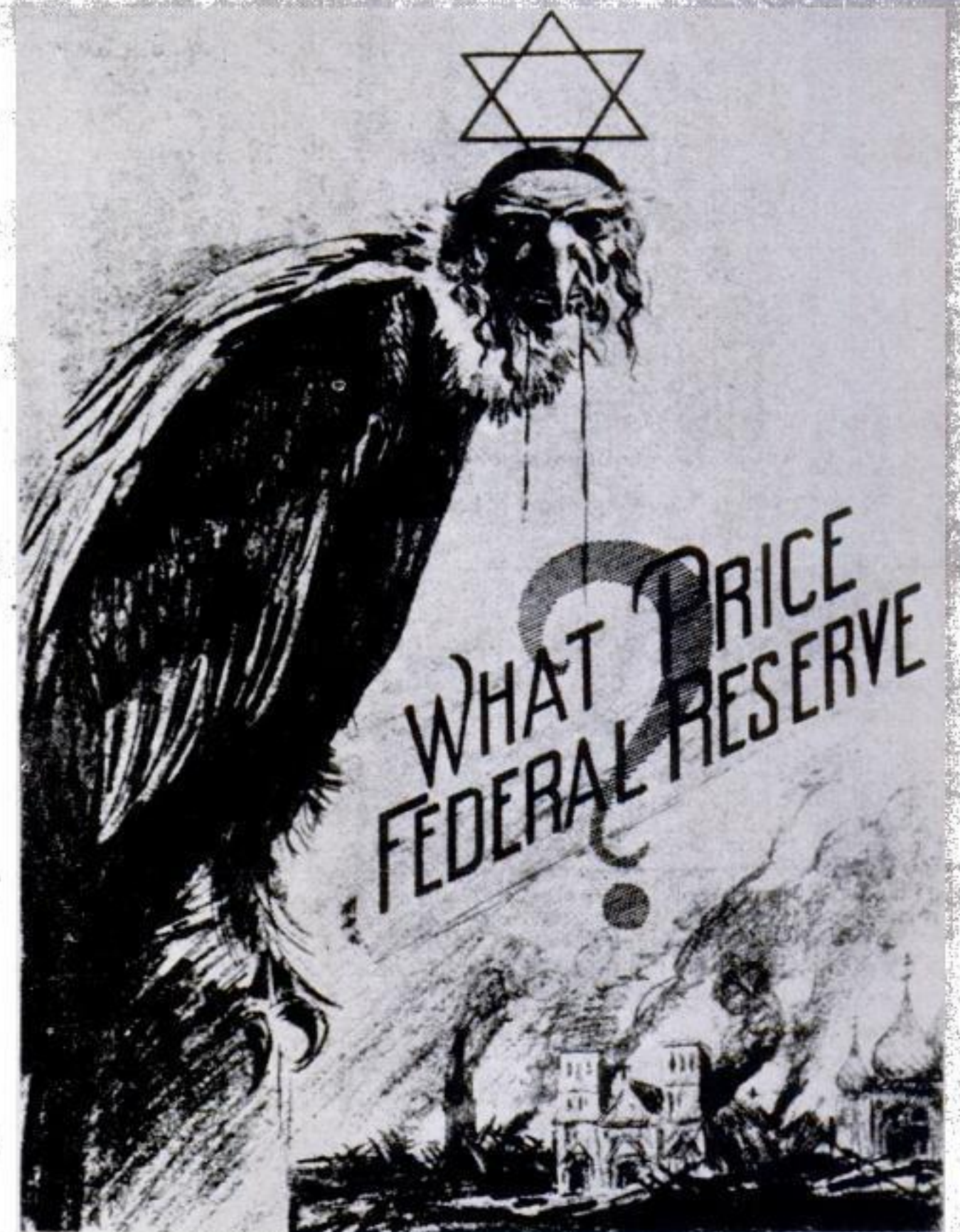
SOME SAMPLES OF ANTI-



STICKER FOR STORE WINDOW

There are now, reports Rev. L. M. Birkhead of Friends of Democracy, Inc., over 800 organizations in America devoted to spreading anti-Semitic, anti-democratic, pro-Fascist doctrines through the land. LIFE, believing that public exposure is the best treatment for such festering sores in the body politic, herewith reproduces copies—mostly from the Birkhead collection—of some of their work.

Some of this propaganda comes provenly from Germany. Most of it is said by investigators to be of U. S. origin. But all of it follows time-tried Nazi technique. Because real live Communists are comparatively scarce outside Russia, Fascist propa-



READ THE
PROTOCOLS
ELDERS OF ZION
And Understand the New Deal

A PAMPHLET PRINTED BY "DEUTSCHER WECKRUF UND BEOBSACHTER" IN NEW YORK

LEAGUE FOR CONSTITUTIONAL GOVERNMENT

18 East Forty-Eighth Street

New York City

DEMOCRACY

A

Misnomer

The rule of ignorance and incapability by numbers is bad in itself but now that it has become the tool of Bolshevism, Communism, and Anarchy it must be ended.

ANTI-DEMOCRATIC PROPAGANDA SOMETIMES APPEARS IN DIGNIFIED DRESS

AMERICAN PROPAGANDA

gandists feel impelled to supplement their bogey of Communism with some more familiar and concrete "menace." By seizing on that traditional scapegoat, the "International Jew," they add racial antagonism to radical-hatred. And they compound the two by blaming Communism on the Jews.

The extent of these publications would indicate that they have a wide audience, or rich backers, or both. The facts should be known. Only a Congressional committee is properly equipped to get them. This is a job which the Dies Un-American Committee can do and, despite its previous absorption with Communism, will do if the American people demand it.



JEW-BAITERS' EMBLEM



JEWMOCKRACY

LIBERATION CARTOON SHOWS PRESIDENT ROOSEVELT WITH JEWISH ADVISERS



BUY
GENTILE

EMPLOY
GENTILE

VOTE
GENTILE

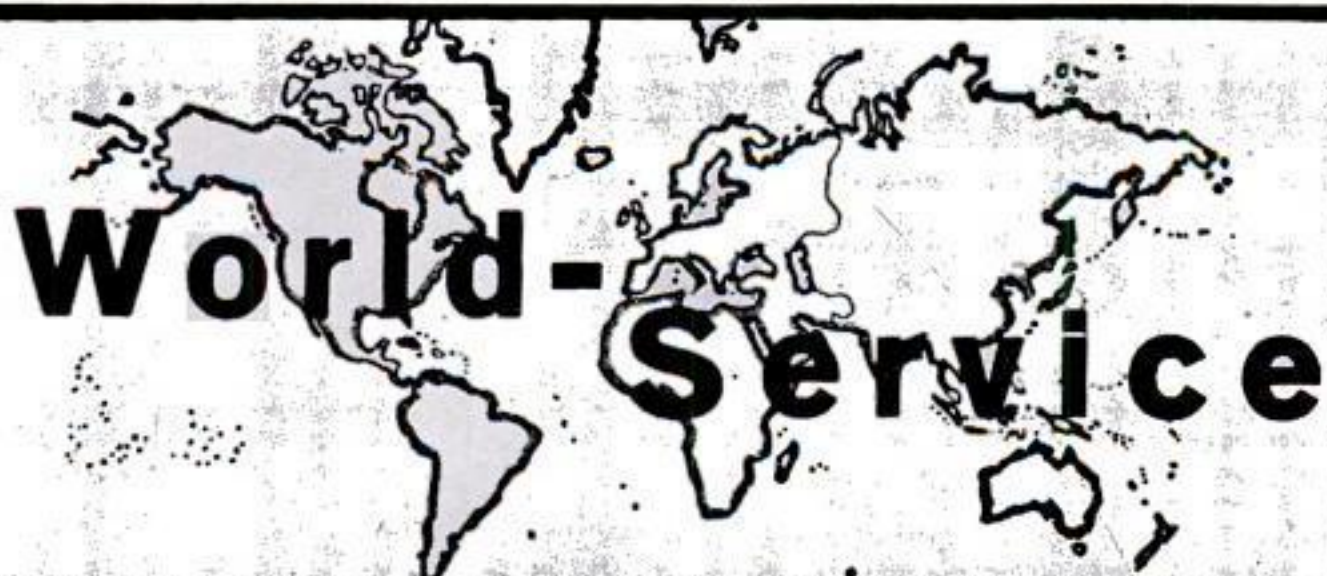
Boycott the Movies!

HOLLYWOOD is the Sodom and Gomorrha

WHERE
INTERNATIONAL JEWRY
CONTROLS

VICE - DOPE - GAMBLING

HANDBILL DISTRIBUTED ON PACIFIC COAST BY "ANTI-COMMUNIST FEDERATION"



The "World-Service", which is issued in eight languages is not published with a view to profits. Its principal aim is to enlighten ill-informed Gentiles, irrespective of the state, or country to which they may belong. These information-sheets, which deal with the machinations of the Jewish under-world, form accordingly a necessary part of the intellectual armory of every Gentile. The communication of the matters dealt

NEWS SERVICE PRINTED IN GERMANY FOR FOREIGN PROPAGANDA PURPOSES

Social Justice

Founded 1936

by Father Coughlin

Royal Oak, Michigan

October 3, 1938

Subscription: Three Dollars Per Year

10c



THE TRUTH
ABOUT THE
PROTOCOLS

by
Ben Hur
DEPRESSION
MADE
TO ORDER
J. Don Fitzgerald



"Social Justice," Father Coughlin's weekly, has a circulation of some 1,000,000 readers. In this issue a staff writer argues that while that famous forged blueprint of a world Jewish conspiracy, the Protocols of the Elders of Zion, may not be "authentic," it is nonetheless "factual."

THE REVEALER

"A Christian News-Journal"

Vol. 3, No. 7

Gerald B. Winrod, Editor, Wichita, Kansas, October 15, 1936

\$1.00 Per Year

ROOSEVELT'S JEWISH ANCESTRY

"The Revealer" is published by Gerald B. Winrod of Wichita, Kan. In this issue it devotes its front page to a favorite theme of the anti-Semites—explaining "the sinister spirit which today animates the White House" by "scientific proof" of President Roosevelt's Jewish ancestry.

Pro-American

THE AMERICAN GUARD



"THE WHITE MAN'S PARTY"

"The American Guard" here issues a manifesto crying "WHITE PEOPLE OF AMERICA, UNITE!" It bids them rid themselves of "the non-sensical idea of racial equality," embrace "the philosophy of ARYAN AMERICANISM." It is copyrighted by Olov E. Tietzow of Chicago.

National American

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OFFICIAL ORGAN OF THE

American National-Socialist Party

NATIONAL HEADQUARTERS: 147 EAST 118th STREET, NEW YORK

Vol. 3, No. 8

New York, November 1938

Price 5 Cents

FDR BARUCH'S Charlie McCarthy

"National American" declares: "Having been severely rebuffed by the signing of the Munich accord, the Jewish forces have shifted their operations to the United States. The current campaign to bring about a war has been placed in the hands of the voice of Jewry, Bernard M. Baruch."

CONTINUED ON NEXT PAGE

FASCISM IN AMERICA (continued)

SOME OF THE VOICES OF HATE

The late Huey P. Long, who knew all the tricks of the dissembling demagog, was once asked: "Do you think we will ever have Fascism in America?"

Said the Kingfish: "Sure, only we'll call it anti-Fascism."

On these pages you see some of the non-Germans, including publishers of some of the propaganda shown on the previous pages, who have won greater or less notoriety as spokesmen of Fascist sentiments in America. Nearly to a man they deny that they are any such thing. Like the Nazis of the Bund, they call themselves patriots bent on saving America from Communism. Some of them even, after denouncing Jews with one breath, deny with the next that they are anti-Semitic. But all of them stand convicted out of their own mouths of seeking to stir up among Americans the same fears and hatreds which carried Adolf Hitler to power, of inciting by inference or precept to suppression of the civil liberties which are the keystone of democracy.

Facts of record are few about any except Coughlin and Winrod, rumors many. The Dies Committee, which has virtually ignored this group, could profitably spend some time investigating their activities, their motives, their profits—and their backers.



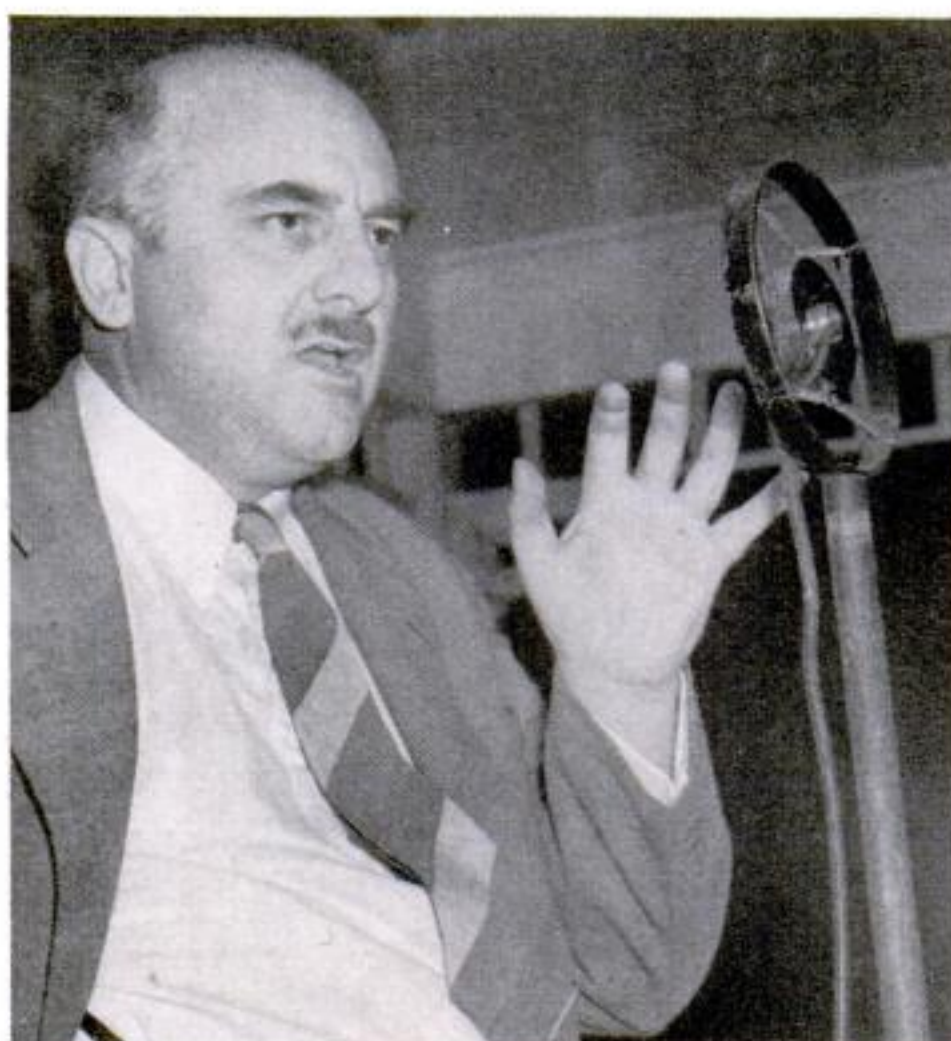
William Dudley Pelley of Asheville, N.C., ("Silver Shirts") wants to impeach "the Sephardic Jew, Roosevelt," and make himself President. In 1935 he was indicted for fraudulent stock-sales, got off with a fine and suspended sentence.



George W. Christians of Chattanooga, Tenn., is a civil engineer, runs his own American Asphalt Grouting Co. Vague, he bands his followers into the "Crusader White Shirts," "The American Fascists" and "The American Reds."



Rev. Charles E. Coughlin is making a comeback with anti-Semitism after his 1936 political flop. Last November he charged that U. S. Jews financed the Russian Revolution. His name drew loudest cheers at the Bund rally Feb. 20.



Gerald E. Winrod of Wichita, Kan., scared Kansans last year by running for the Republican nomination to the U. S. Senate, finished a poor third. He says he is not against all Jews—just the Communists and international plotters.



Chief New Moon, though a non-Aryan Cherokee, finds favor with the German-American Bund. Addressing it in January, he declared: "The Indians in the United States have been in concentration camps for the past hundred years."



Robert Edward Edmonson is publisher of the *American Vigilante Bulletins*. In 1936 he was indicted for criminal libel for his attacks on Jews. The case was dismissed on discovery that libel laws do not protect such large groups.



James True publishes a weekly Washington "Dope Letter" called *Industrial Control Reports*. In the Feb. 11 issue: "All available evidence shows that Roosevelt's foreign policy is identical with the policy of International Jewry."



Edward H. Hunter of Boston runs an anti-union *Industrial Defense Association*. Investigated by a legislative commission in 1937, he denied charges that he was a Nazi propagandist, made charges of a Jewish "invisible government."



Frank W. Clark of Tacoma, Wash., a house painter by trade, helped organize the Bonus March on Washington. As William Dudley Pelley's right-hand man, he organized Silver Shirts, headed Pelley's Christian Party. He now pursues his hatred of "Communist Capitalistic Jews," the C.I.O. and the Federal Reserve as head of his own National Liberty Party.



Russell Dunn, an itinerant lecturer, regales the Bund, American Nationalists, etc., in this vein: "This kept American press weeps for the 'poor defenseless' Jews who are being 'tortured' in Germany. Well, what about the poor defenseless Arabs in Palestine who have had the whole of Coney Island dumped on them—complete with its *Frankfurters!*"

THESE ARE MEN TO WATCH



Senator Robert Rice Reynolds of North Carolina, like General Moseley (below), is well removed from the type of blatant anti-Semite shown at left, but shows incipient signs of breaking out with the kind of homespun U. S. proto-fascism manifested by the late Huey Long. He is now organizing an "Association of Patriotic American Citizens" who will wear red-white-&-blue feathers in their hats, buttons with a big "V" for Vindicator, fight all "isms." He says he is getting a "wonderful response."



Major-General George Van Horn Moseley of Atlanta was flayed by Secretary of War Woodring for "flagrant disloyalty" when he made a bitter anti-New Deal outburst on his retirement last year. He later warned publicly of a patriotic uprising "which will make the massacres now recorded in history look like peaceful church parades."

FASCISM IN AMERICA (continued)



SILVER SHIRT LEADER IN WASHINGTON IS ORVILLE W. ROUNDTREE

A CELL IN CHEHALIS

Here, in small Chehalis, Wash. (pop. 4,900), is the other and far more serious side of the American Fascist picture presented by the Nazi bully-boys at their Bund meeting in New York. Here are no guttural-voiced "hyphenated Americans" but simple folk of the kind to be found in any American small town. Depression-worried about their jobs and small businesses, groping for something to fight back at in a bewildering, swift-changing world, they were easy meat for William Dudley Pelley's Silver Shirt organizers and propaganda. Losing their faith in democracy, they bowed to the arrogant Fascist-Communist assertion that America's only choice is between Fascism and Communism.

Public opinion, the weapon of democracy, has vanquished all such mass hysterias in America's past, and will again. Misguided men must be made to understand what the consequences would be if they were to succeed in smashing Jews and Communists by Nazi methods. And all other Americans must keep resolutely in mind the similar consequences if they were to succumb to the temptation to smash the Fascists themselves by the brute methods of suppression of free speech, free press, free homes and free assembly. The weapons of dictatorship are habit-forming drugs—quick & easy cures of a single ill in the body politic, but in the long run shattering and enslaving. Once a free people begin to use them against unpopular minorities, no citizen is any longer secure in his liberties. For the supreme privilege which makes a free man free is the right to constitute himself, when he so chooses, a minority of one.



State headquarters of the Silver Shirts in Washington is the small frame house in Chehalis of Orville Roundtree, who signs himself "State Liaison Officer." Roundtree runs a small real-estate and insurance business, is jovial and popular with other Chehalis businessmen.



Sinister symbolism is discovered by Silver Shirts in such emblems as the Blue Eagle. Here the Eagle is dissected to show its Red Communist derivation. Silver Shirts were also alarmed by a recent postage stamp showing a hammer and scythe (Red hammer & sickle).

SEATTLE HEARS A SILVER SHIRT "ISMS" LECTURE

A Personal Invitation to a LECTURE
Sponsored by LEAGUE of AMERICAN PATRIOTS
AMERICANISM Founded on CONSTITUTIONALISM
must be Defended and Preserved thru PATRIOTISM - No alien-
IZMS are needed in America.
SUBJECT of LECTURE
Does America face the threat of Dictatorship ?
Name Mr. Roy Zachary
Address [Redacted]
Sponsored by [Redacted]
Main Auditorium - SWEDISH Club, 1629 Eighth Ave. - Seattle
Wednesday, January 25th, at 8 p.m.
This Card and 25 cents Will Admit You - Tax included.

INVITATION TO SILVER SHIRT LECTURE IN SEATTLE



Roy Zachary, chief organizer and money-raiser of the Silver Shirts, is photographed backstage before delivering his lecture in Seattle's Swedish Club on Jan. 25.



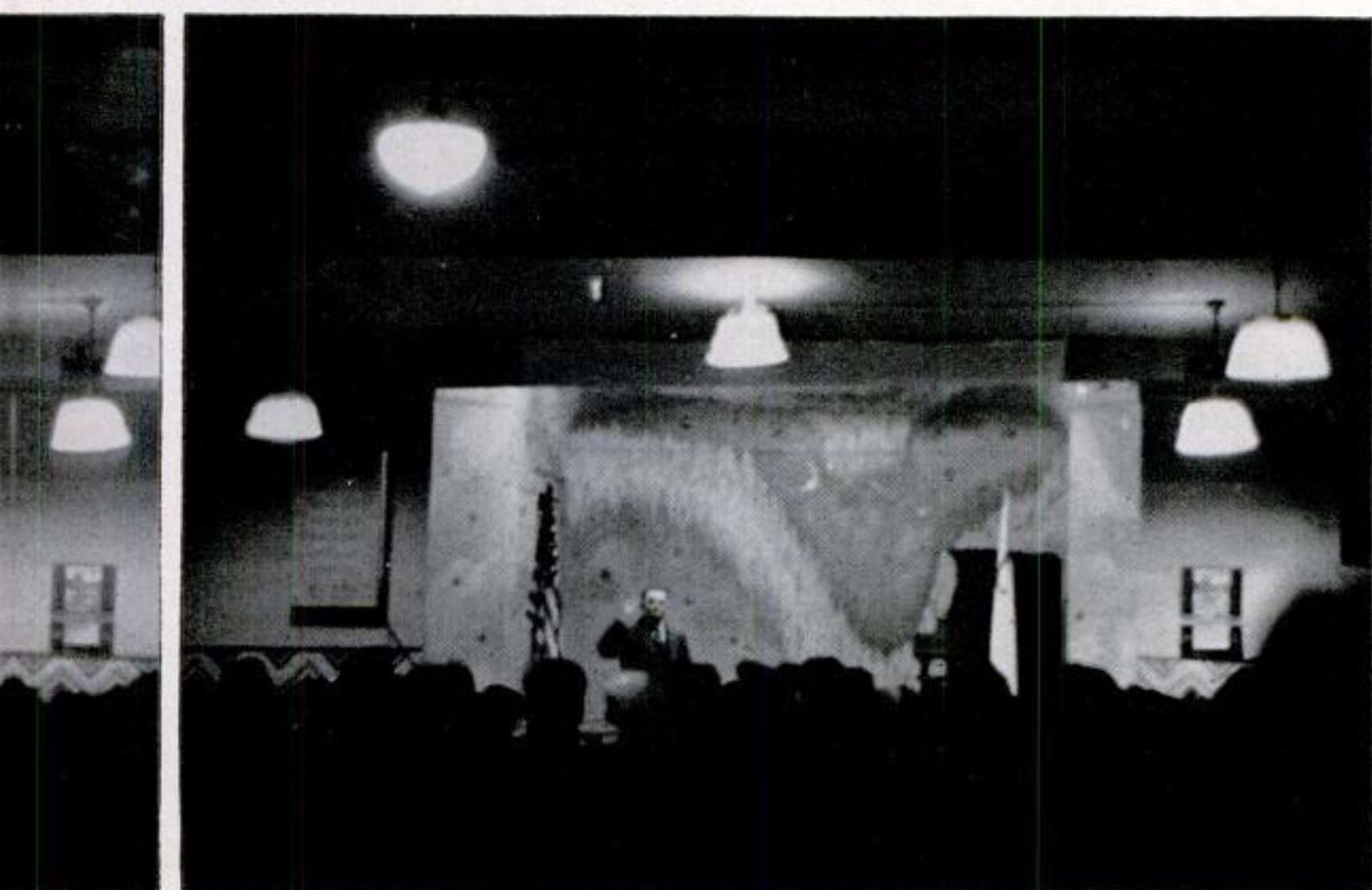
An audience of 307, including 143 women and seven Japanese, paid 25¢ each to hear Silver Shirt Zachary's lecture. They heard: 1) that President Roosevelt is three-fourths



The Silver Legion is the official name of William Dudley Pelley's organization. Its nickname is derived from the silver shirts, with an "L" for Liberation, which members

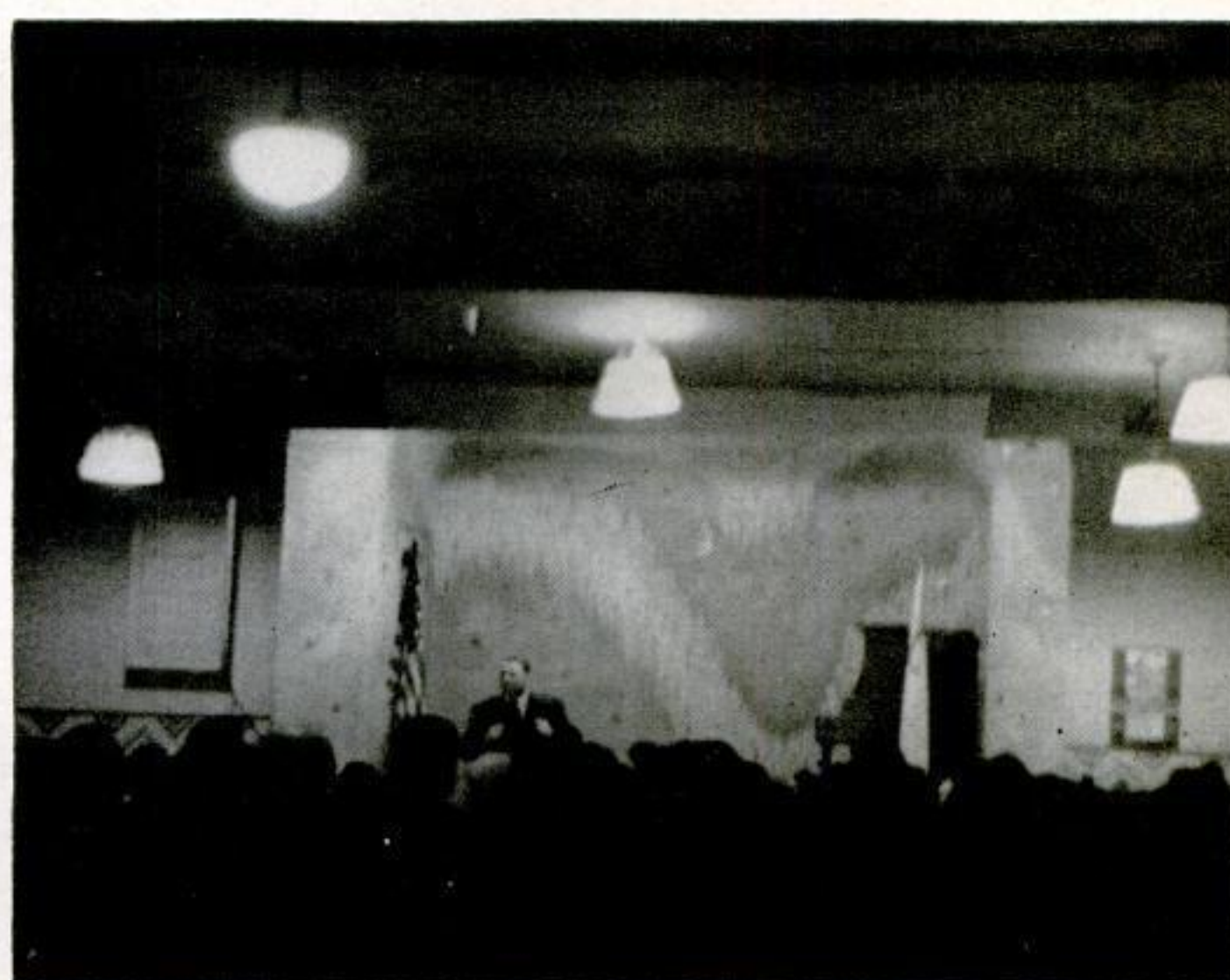
wear. Each local cell is called a Council of Safety. Here Leader Roundtree is reading to one group the weekly instructions from Chief Pelley. Writes Mr. Roundtree: "The

killing of Jews seems to be the understanding of many people towards us. . . . As a matter of fact there is nowhere in our instruction the killing of Jews is advocated."

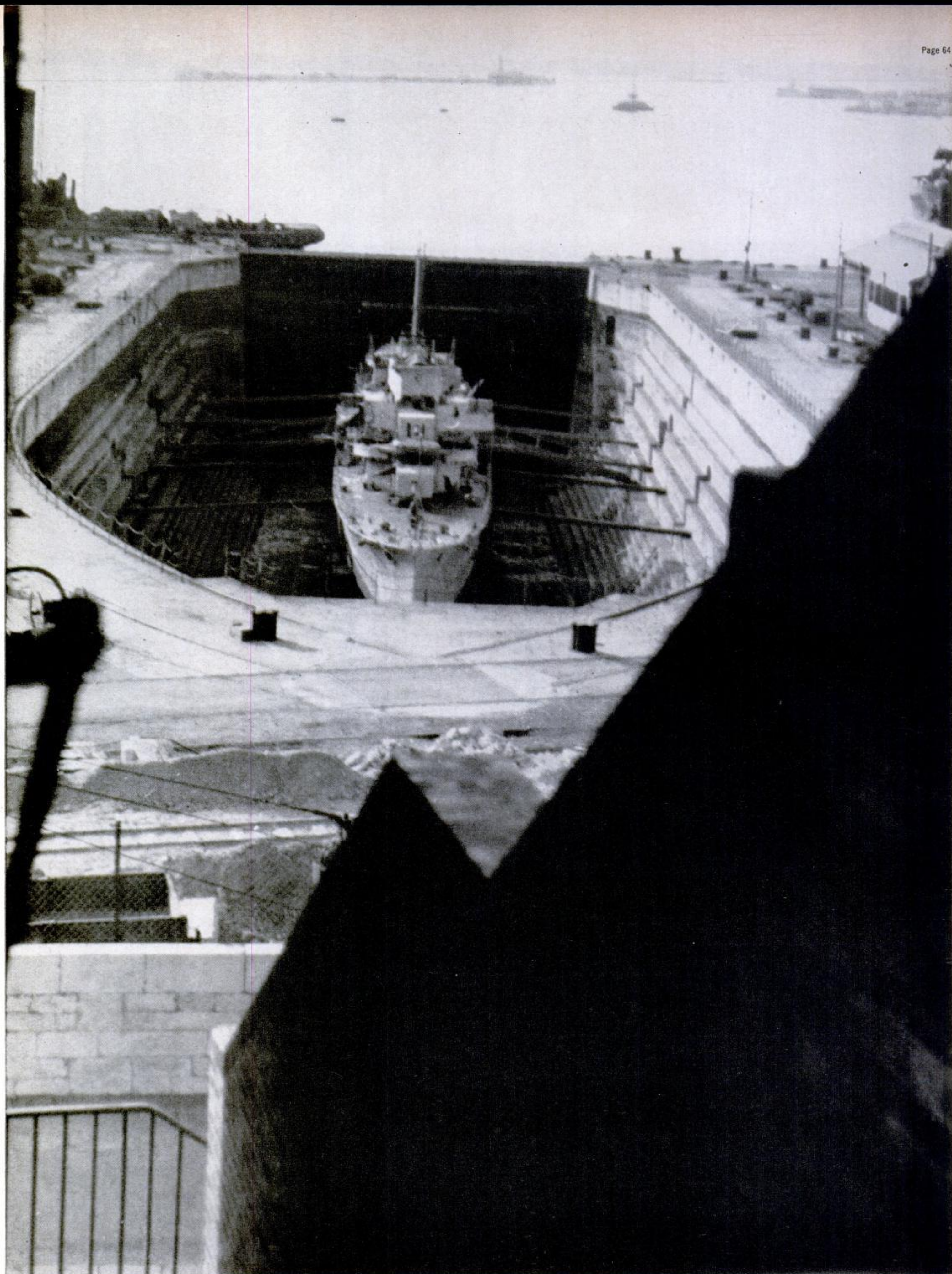


Jewish, his family having been driven from Spain in the 16th Century; 2) that "Washington has been turned over to Jews"; 3) that Madame Secretary of Labor Perkins is

a Polish-born Jewess—"I here offer \$1,000 reward to the person who will bring me her American birth certificate"; 4) that the sinking of the U.S.S. *Panay* [by Japanese



bombers] was really staged by Jewish Communists in China for the benefit of Jewish newsreel photographers and reporters; 5) that "in 24 months things will be different."



BRITISH DESTROYER IS REPAIRED AT GIBRALTAR

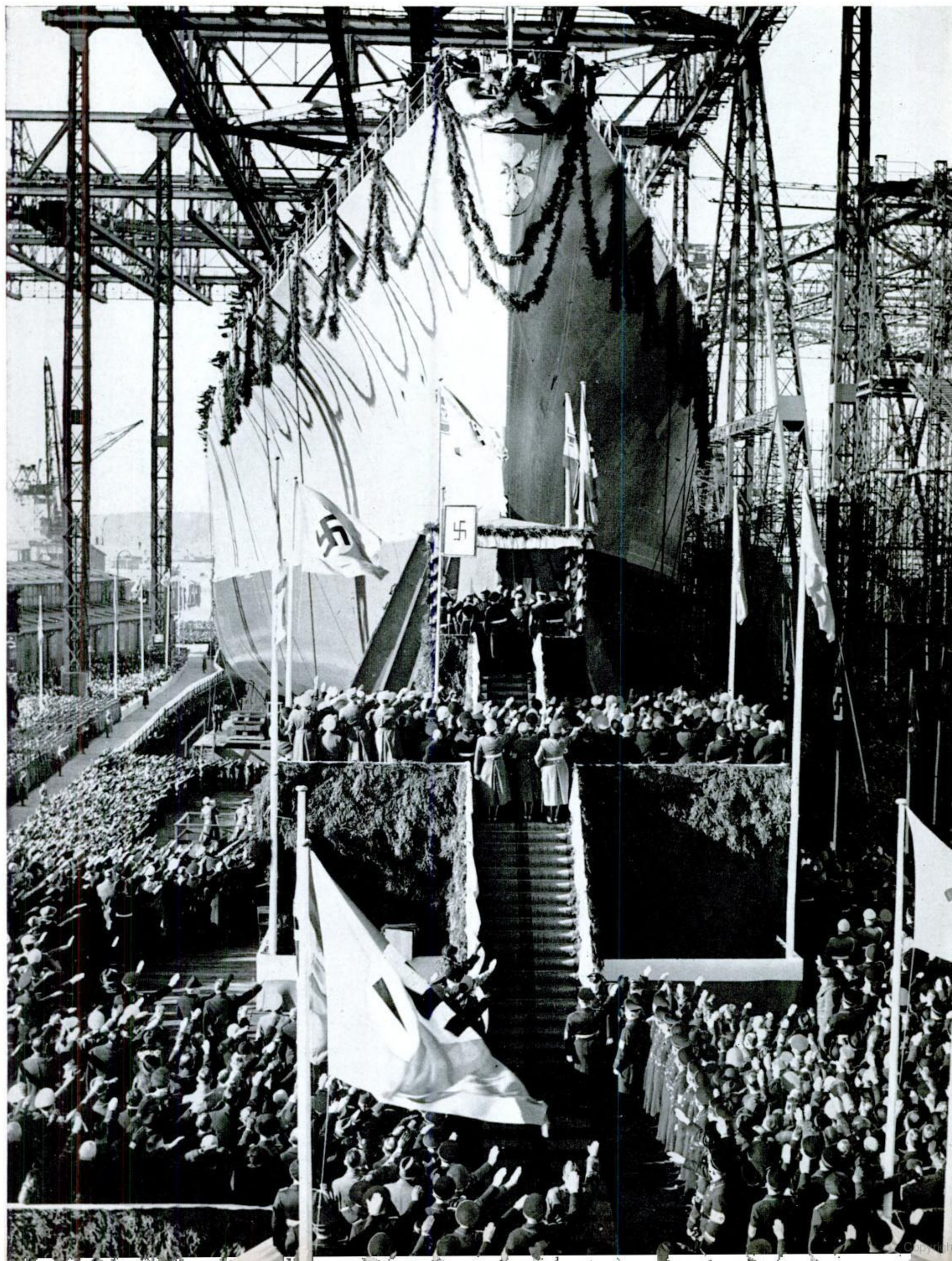
No place for a camera is this drydock at Britain's great naval base at Gibraltar. This is one of the four graving docks on the west side of the Rock facing the detached mole in the distance. A 1,100-ton destroyer with 4-in. guns is shored up for repair.

This week most of the British Mediterranean and Home Fleets are maneuvering nearby with the French Mediterranean Fleet, and Gibraltar is buzzing with activity. In case of war, this dockyard would be under fire from Italian and German guns nearby.

GERMAN BATTLESHIP IS LAUNCHED AT HAMBURG

At Hamburg on Feb. 14 Adolf Hitler and his Nazi cohorts launched the biggest thing in battleships ever built in Germany—the 35,000-ton *Bismarck*. Equipped with eight 15-in. guns, this was no pocket battleship for inland seas but a “blue-water battle

wagon,” superior to any British war ship in service. The shipyard is Blohm & Voss which also built the *Europa* and many pre-War battle cruisers. The leaf pattern on the bow is the Bismarck family crest. Three more ships like the *Bismarck* are a-building.



SCIENCE

RATS ARE DRIVEN CRAZY

BY INSOLUBLE PROBLEMS

Doctors know that cerebral injuries, tumors, narcotics and syphilis can drive a man crazy. But baffling to today's scientists is the ever-mounting number of victims whose mental diseases can be traced to no physical cause. And because the cause is unknown, the cure is remote. An extremely important clue to this human puzzle was furnished recently by the experiments of Psychologist Norman Raymond Frederick Maier of the University of Michigan, who drives rats crazy by forcing them to cope with problems that cannot be solved.

Professor Maier first teaches his rats a routine which rewards them with food if successfully completed. A rat is taught to jump from a platform (*below, left*) at one of two differently marked cards. If it hits the right card, the card topples over and the rat is rewarded by a good meal. If it hits the wrong card, which is stationary, it bumps its nose and falls down.

When the rat has learned to jump at the right card, Professor Maier suddenly changes the rat's orderly world into bewildering chaos by switching the cards or putting up only the wrong card. Guided by habit, the rat persistently jumps at the same door as before, bumps its nose, grows more and more nervous as it finds it is up against an insoluble problem. In desperation, it leaps off the platform and races around the floor, bounces about like a kangaroo. When it stops, exhausted, it goes into trembling convulsions, then falls into a coma.

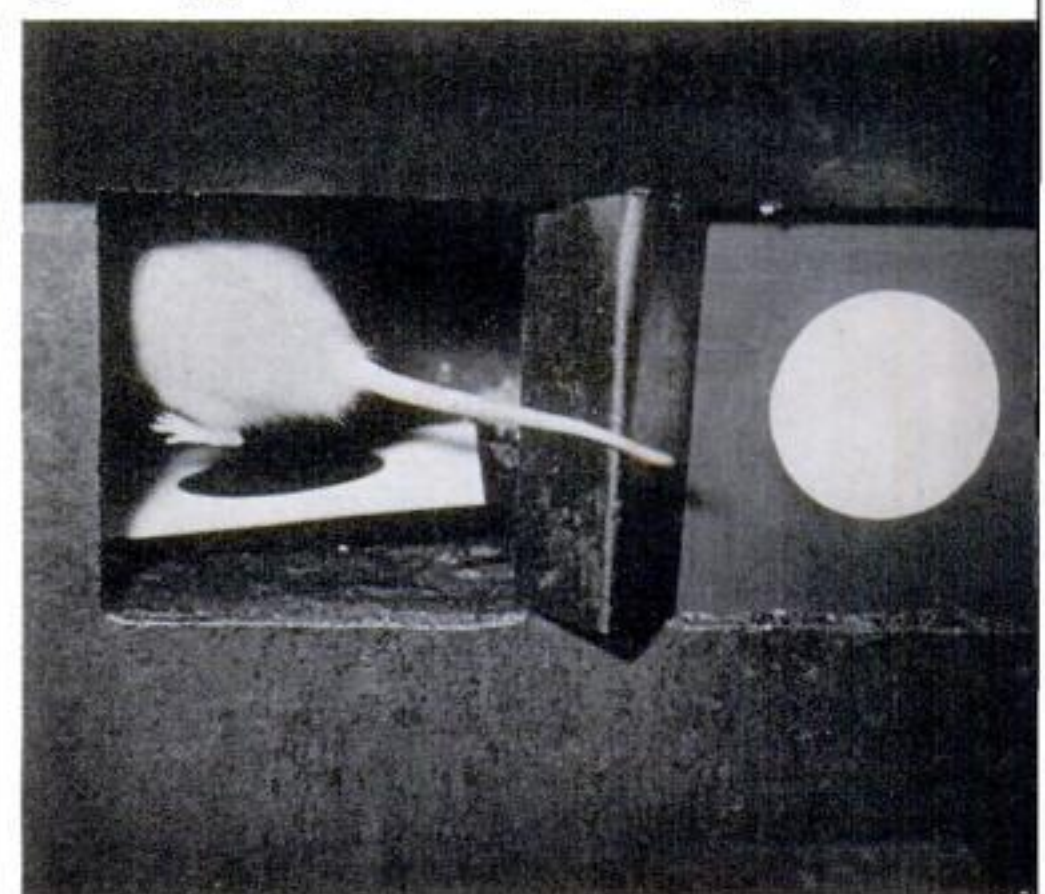
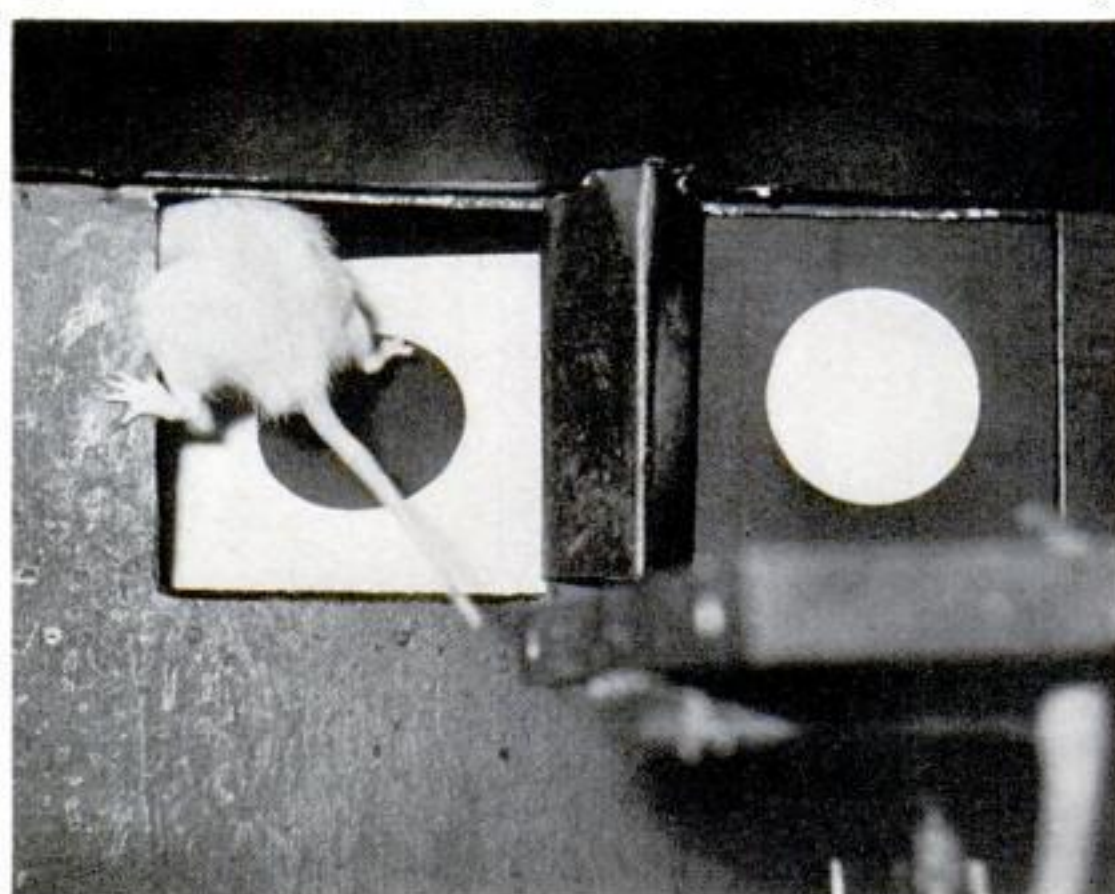
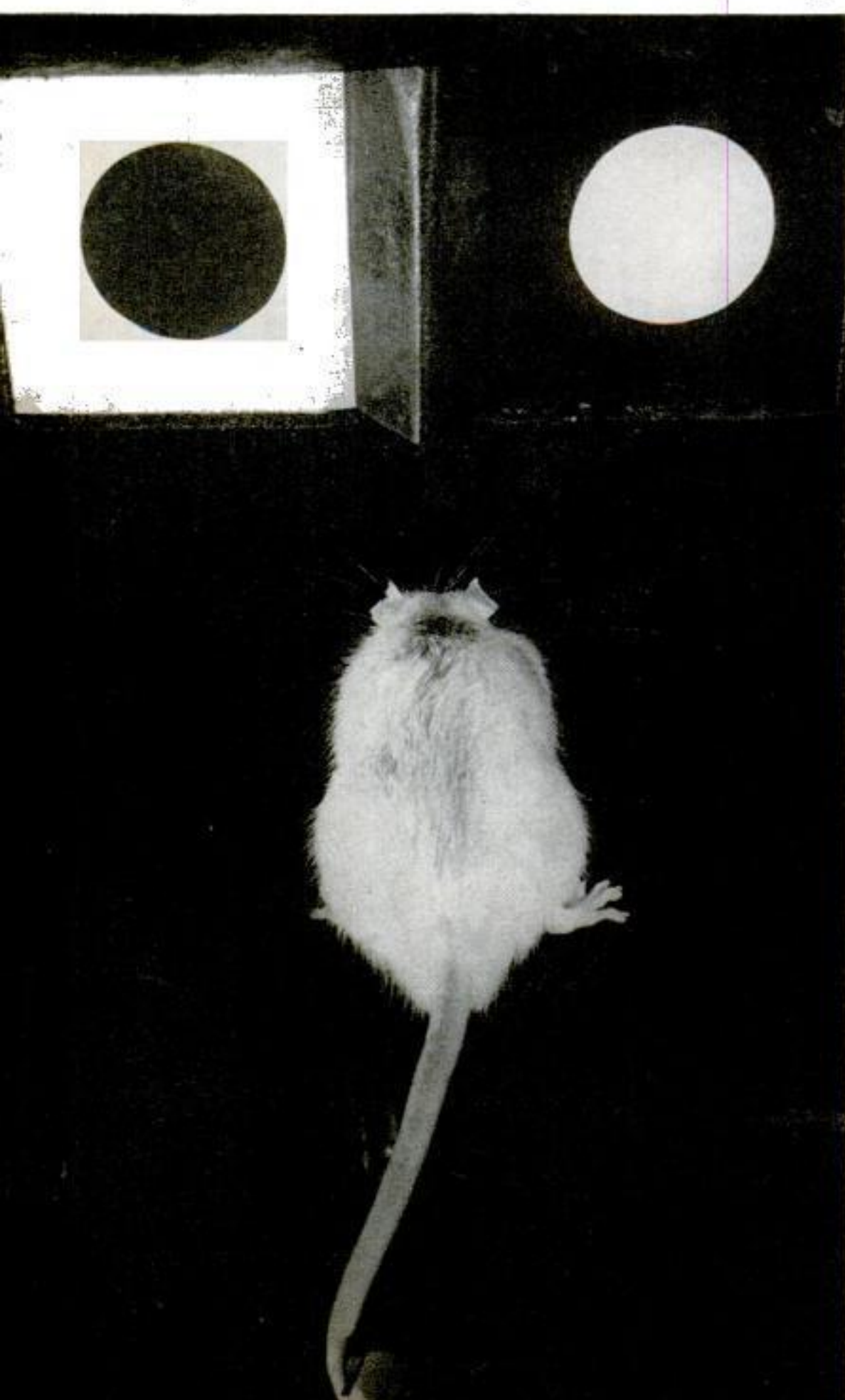
From these experiments Professor Maier concludes that many human beings suffer nervous breakdowns when forced to solve problems which have no apparent solutions. To date the only possible cure is advice which will provide a solution for the patient.

THIS RAT IS SUFFERING A SEVERE NERVOUS BREAKDOWN AS A RESULT OF REPEATED FRUSTRATION

1 A normal rat is faced with the problem of jumping at one of two cards. Air jet at tail forces it to leap.

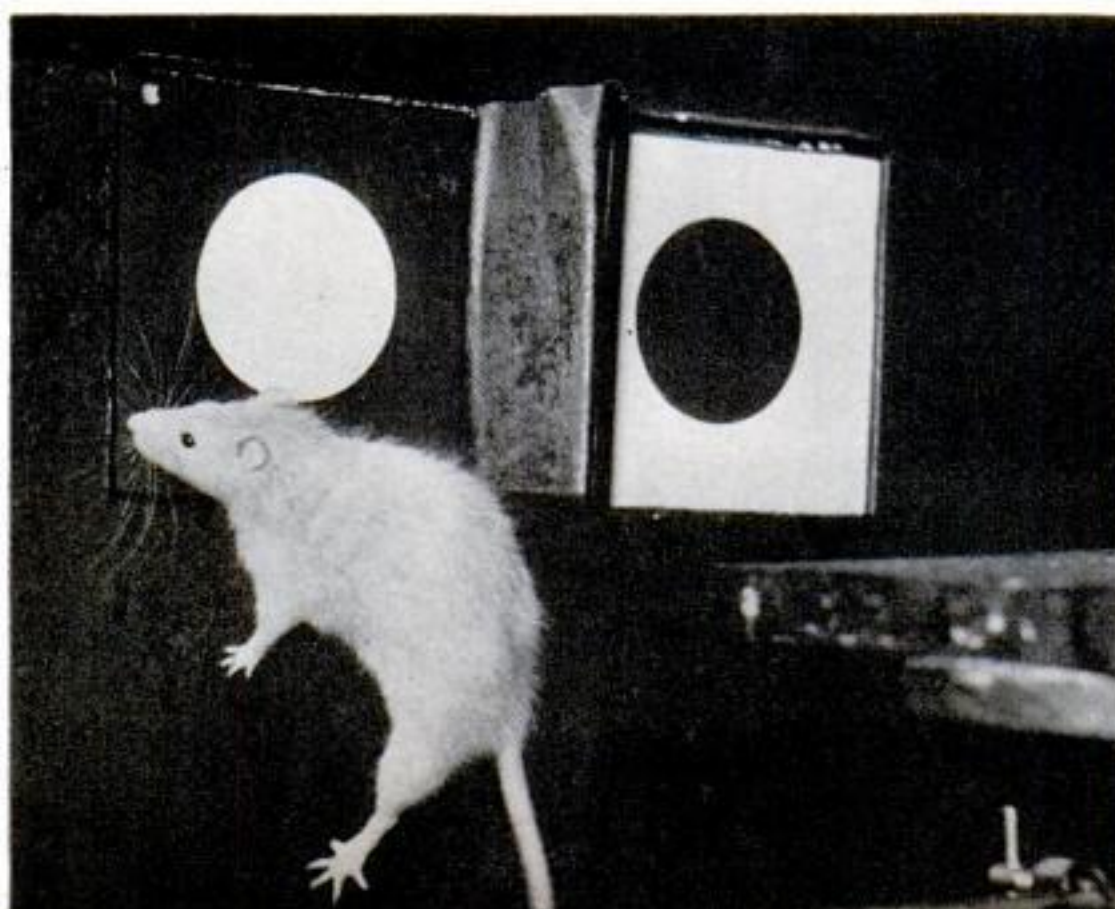
2 The rat jumps to the left, pushing the mobile card inward. It scrambles hastily through the door to keep from falling.

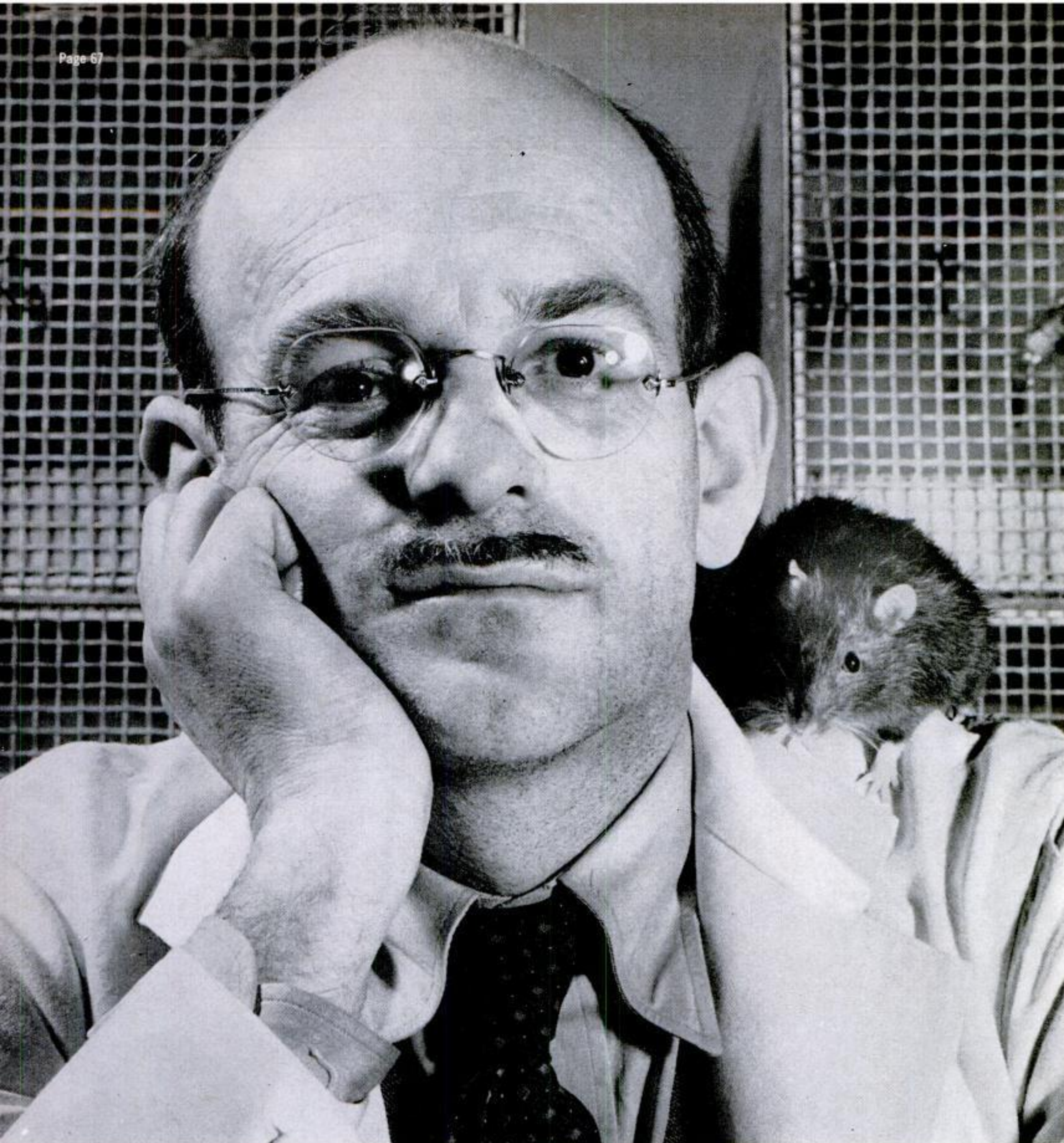
3 The card topples over and the rat lands inside. It had previously jumped at other card and only bumped its nose.



5 When the cards are reversed, the rat continues jumping to the left. Since the white circle card is fixed, the rat falls down.

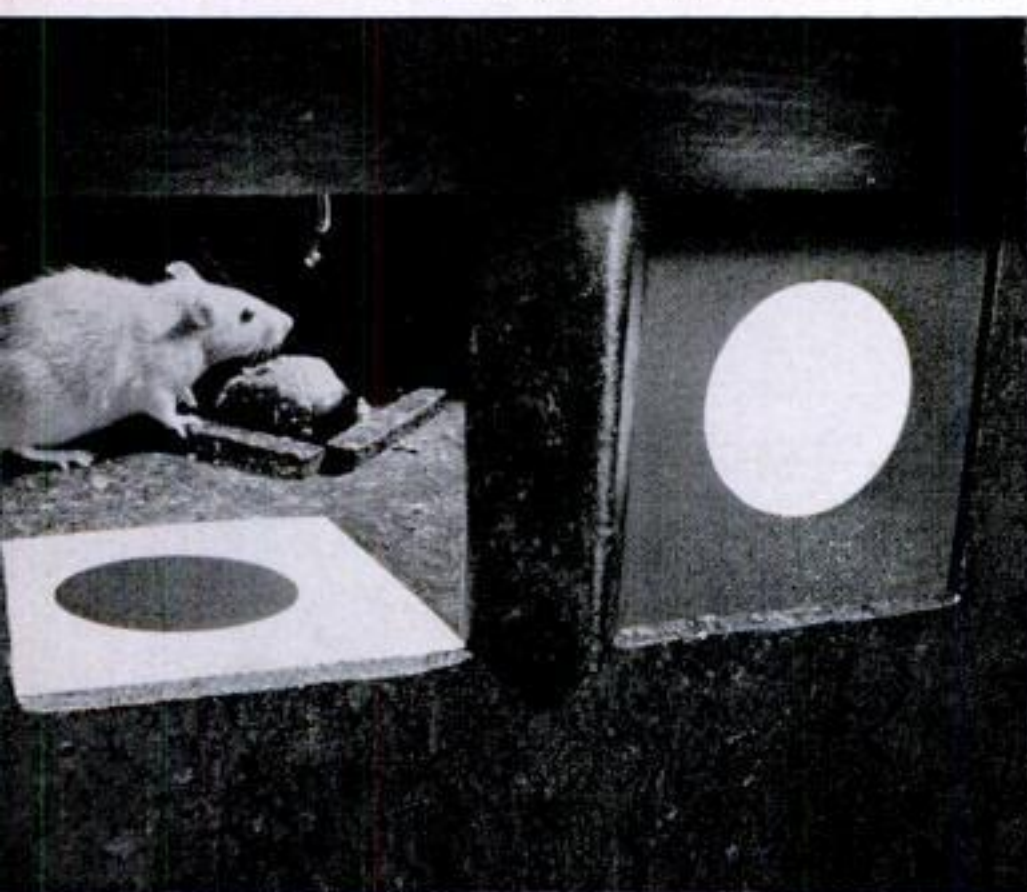
6 Even when door at right is open and the food visible the rat still jumps to left where it encounters a fixed card.



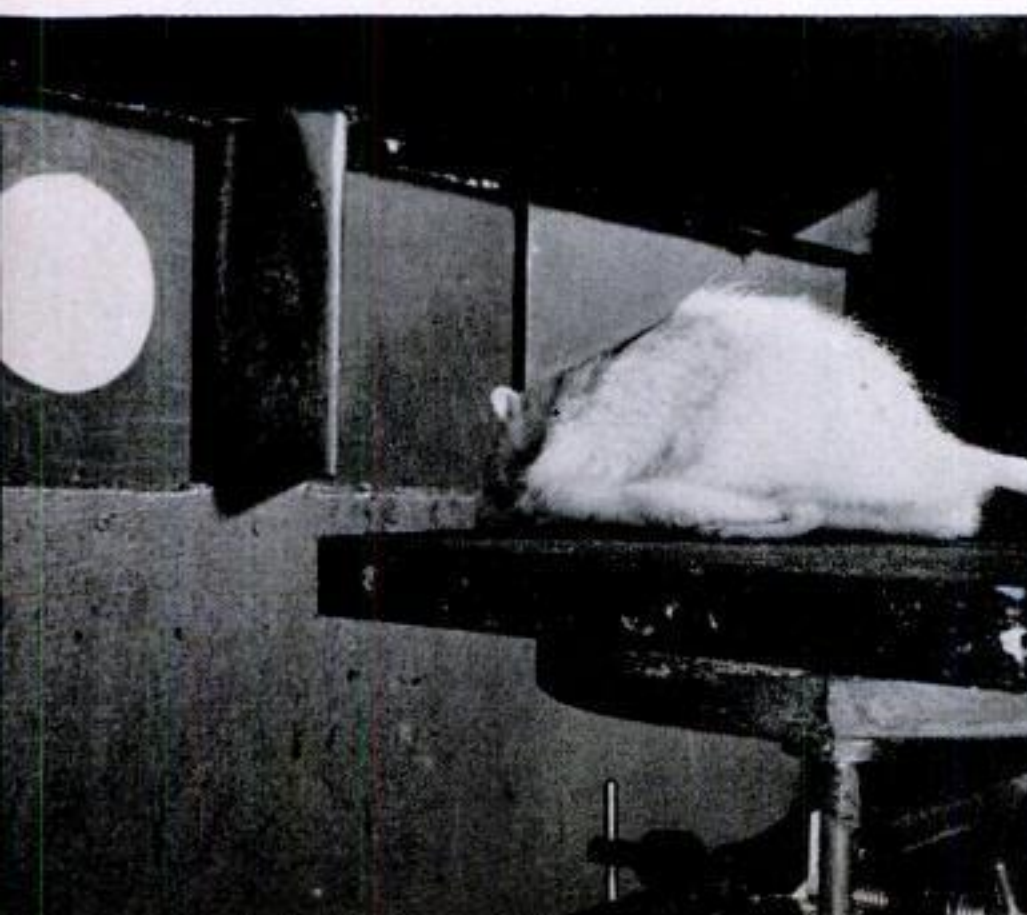


PSYCHOLOGIST MAIER IS FOND OF HIS NEUROTIC RATS. HE RECENTLY WON A \$1,000 PRIZE FOR HIS WORK WITH THEM

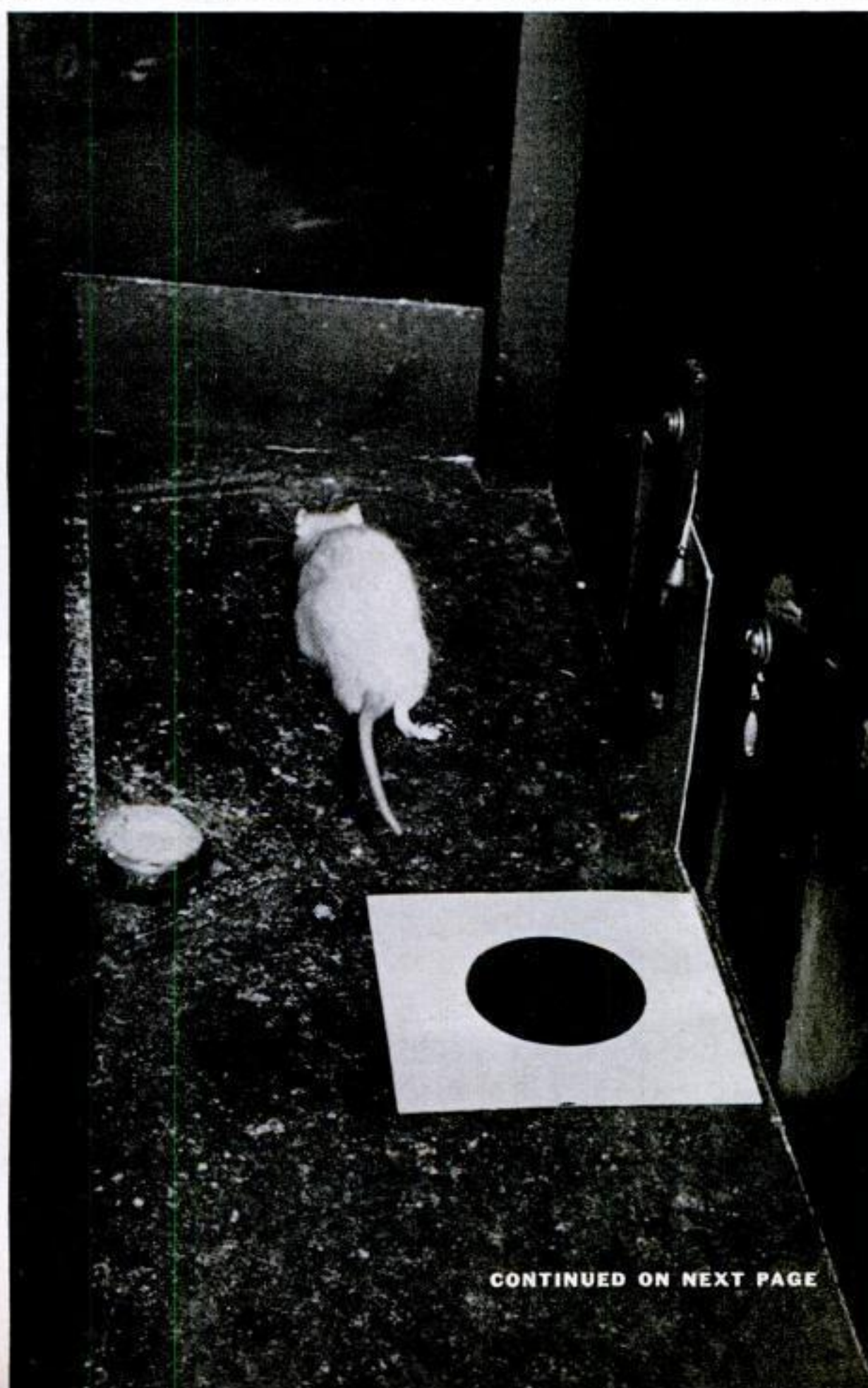
Tasty food on a board behind the cards rewards the rat, leads to the habit of jumping through the door at left.



Rat, now thoroughly baffled, refuses to jump at any card despite the blast of air which ruffles the fur on its rump.



8 When the correct card is replaced in the left door, the rat leaps through but is so wrought up it ignores the food and goes to a corner to brood.



CONTINUED ON NEXT PAGE

"TO SHAVE FAST, WITH COMFORT —
**DO AS
BARBERS
DO...**

**USE
COLGATE
LATHER"**

2 OUT OF
3 BARBERS
USE COLGATE
LATHER...
THE FAST
FRIENDLY
SHAVE!



Signed

Rocco Scavette

Head Barber, Hotel
Weylin, New York City

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because you don't have to pre-
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Colgate Rapid-Shave Cream.

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because its rich, small-bubble
lather melts the beard soft at
the base, so your razor cuts clean.

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because you get 200 clean, friend-
ly shaves in every 40¢ tube of
Colgate Rapid-Shave Cream.

BARBERS KNOW from long experience that lather gives a smooth, easy shave, because it wilts whiskers soft and fast. And 2 out of 3 barbers use Colgate lather. For shaving at home, use Colgate Rapid-Shave Cream. It whisks up into rich moist creamy lather... loosens the film of oil on each hair of your beard... soaks it soft and limp, easy to cut off smooth and clean. Buy Colgate Rapid-Shave Cream today. Large size 25c. Giant size holding twice as much, only 40c. And you get 200 clean, friendly shaves in every 40c tube.

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**"MID-SECTION
SAG"**

**BRACE UP WITH
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For more active living

WHEN your waistline begins to bulge—sagging stomach muscles spoil your appearance—your back aches at the end of the day—that's "Mid-section Sag." But don't let it bother you—just brace up with The Bracer! You'll look years younger, feel full of pep and raring to go! For this amazing new-type supporter belt is scientifically designed to give healthful, comfortable support.

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So don't let "Mid-section Sag" slow you down. Keep that pep and drive—brace up with The Bracer! At department, drug and men's apparel stores.

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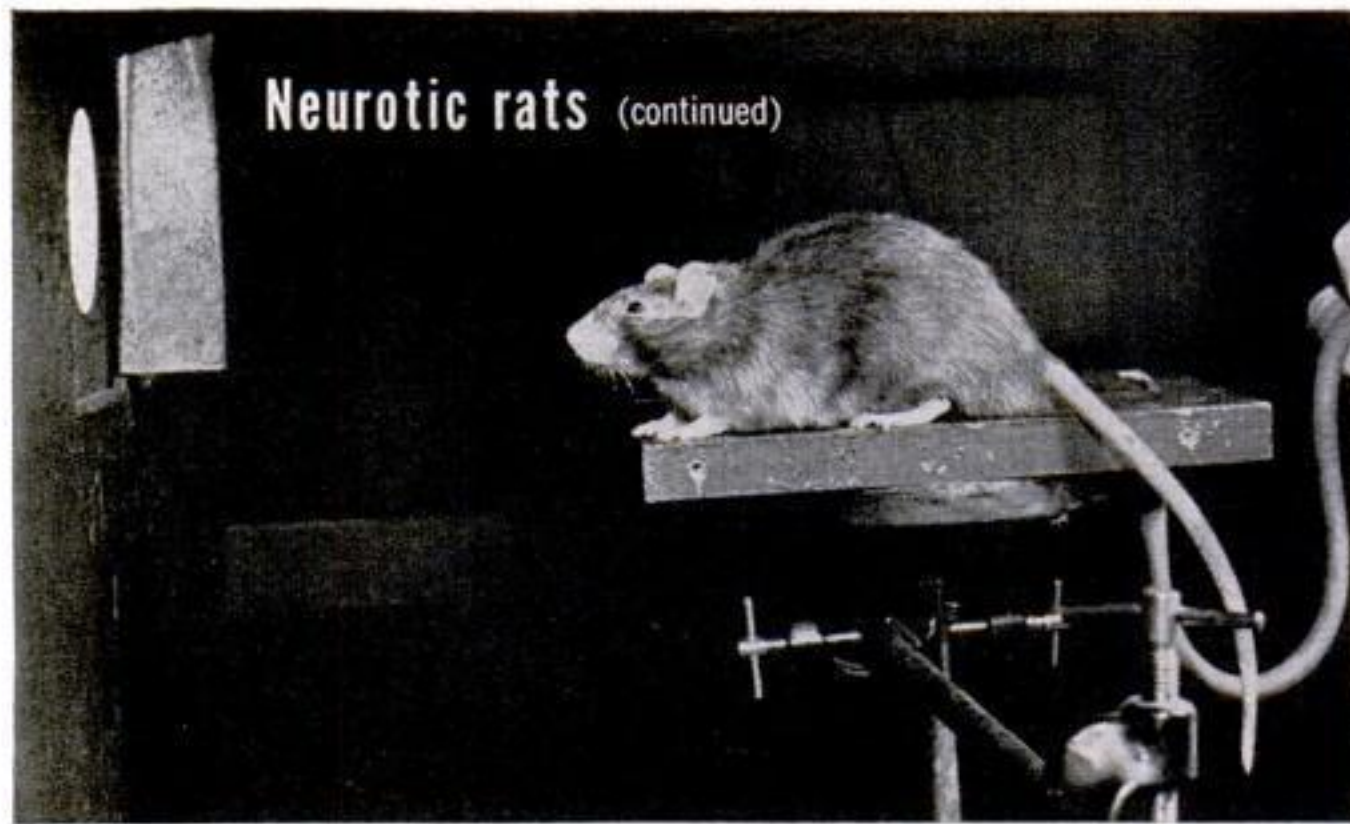
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Neurotic rats (continued)



At a loss in a changing world, the rat refuses to budge despite the air blast at its tail. Professor Maier calls this neurotic rat "the perfect picture of resistance."



Weary after convulsions and frantic racing around the floor of the laboratory, this rat goes into a passive state, remains motionless even when rolled into a ball.



Hanging from Professor Maier's fingers like a trapeze artist, this crazy rat permits its rear legs to be extended, and doesn't mind having anything done to it.

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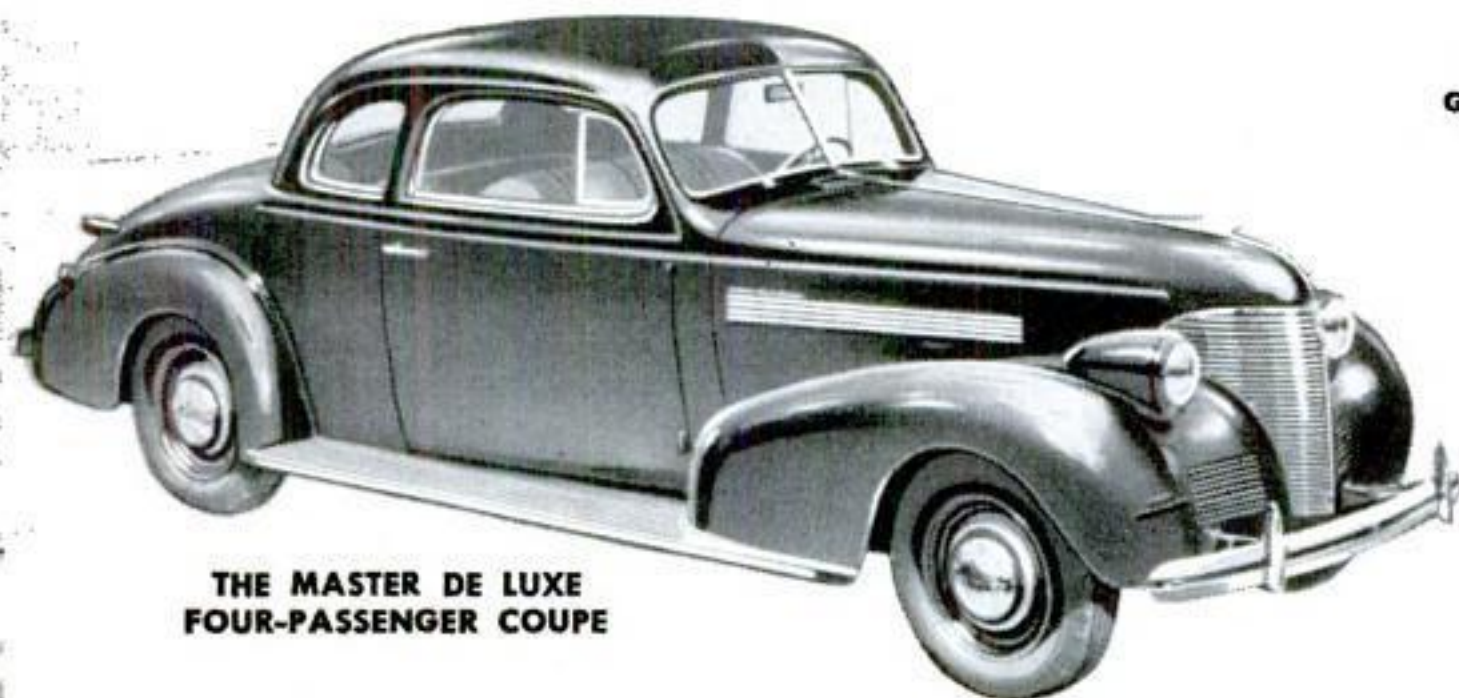


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 flick of a finger, with only a small part of
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Fleischmann's is not a liqueur type gin.
It is extra dry — *not* sweet.
Made by America's oldest gin distiller—the spirits, every drop, are Fleischmann distilled from grain to bottle.
Test it against any other gin. See if you don't agree it makes a better drink.

Learn to say FLEISCHMANN'S—that's the spirit

TRY FLEISCHMANN'S SLOE GIN FOR YOUR SLOE GIN DRINKS. 65 PROOF.

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The rapacious Hubbard clan, whose scramble to power in a 1900 Southern town forms the plot of *The Little Foxes*, is here shown at work. They are (right to left) mean Oscar, crafty

The Little Foxes

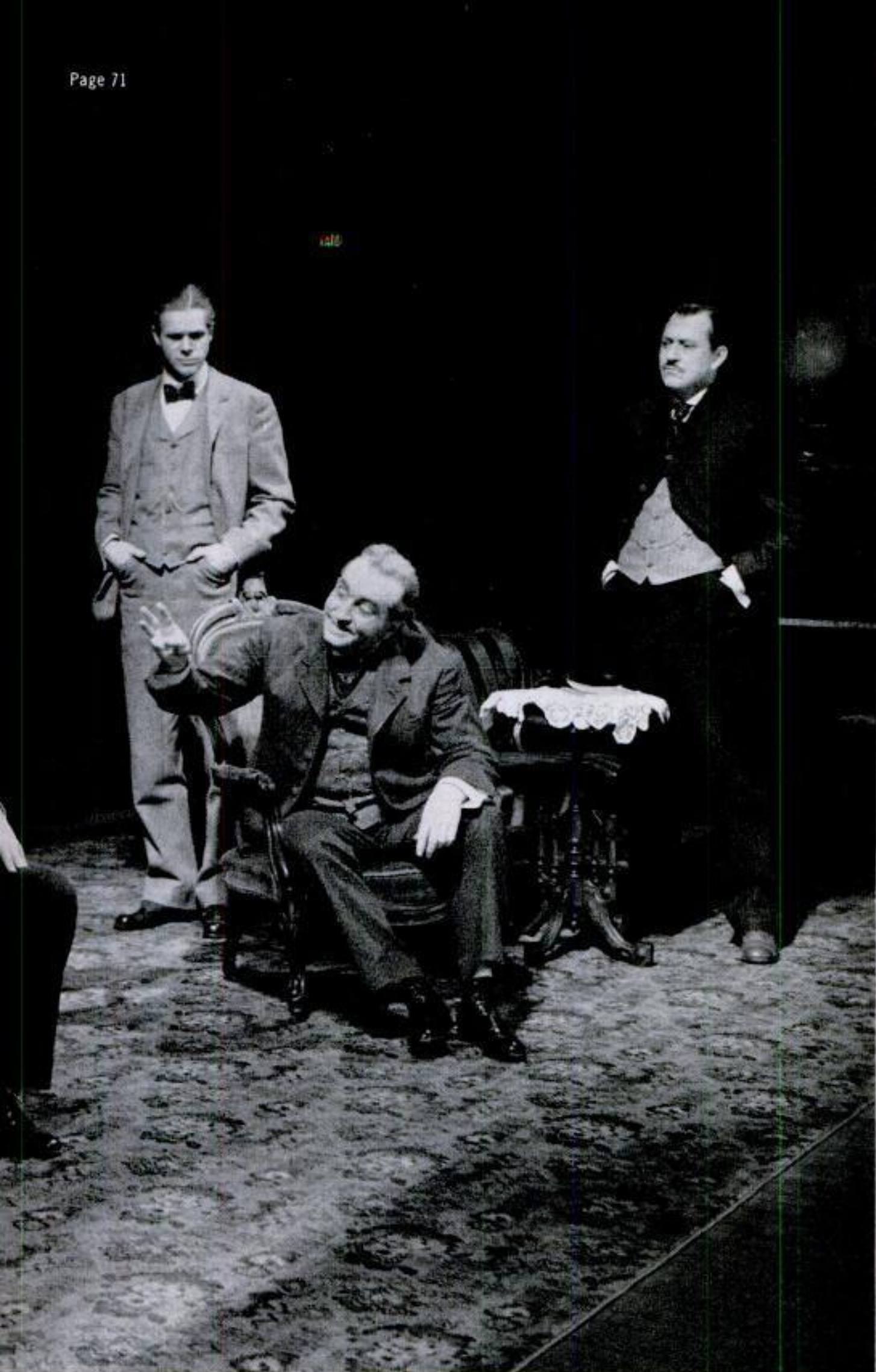
TALLULAH BANKHEAD HAS HER FIRST U.S. HIT

An astrologer told Tallulah Bankhead in 1923 to go to England. And since this glamorous, golden-haired daughter of a U. S. Congressman from Alabama had acted five years on the New York stage with only indifferent success, she packed up her bags and went.

In England she became overnight a phenomenal success. Her pathetic waitress in *They Knew What They Wanted* put all London at her feet. Queues waited 36 hours outside the gallery doors to see her. Police cordons guarded her from worshipers. Plays like *Her Cardboard Lover*, *The Green Hat* and *Camille* made her the rage of all Britain, in their eyes America's greatest actress.

But eight years ago Tallulah Bankhead, tired of England, packed up her bags and came home. Two years in Hollywood were unsatisfactory. A half-dozen plays in New York were more or less flops. Somehow it seemed impossible to find adequate parts for this strange electric woman with the languid eyes, the panther's step and the siren's husky voice.

But now in Lillian Hellman's *The Little Foxes* she fills, for the first time, a role carved big and fierce enough for her talent (see cover). As the Lady Macbeth of a Southern city at the turn of the century, she is sister to an avaricious clan of financiers who destroy what they cannot conquer. She schemes with her shady brothers to build a cotton mill, tries to bully her mortally ill husband into joining them, outwits her own kin at their double-dealing. Against the cold, steely force of the year's strongest play, the glitter of her acting lights up a whole era of U. S. history.



Weak Leo (Oscar's son) and ruthless Regina (Tallulah Bankhead, left). At the moment four are endeavoring to wheedle \$75,000 out of Regina's ailing husband Horace (center).



Ruthless Regina, greediest of the Hubbards, entertains a Chicago financier who is willing to put up \$400,000 for a cotton mill, providing the Hubbards raise \$225,000 more. Dreaming only of power and wealth, ambitious Regina forces her two brothers to promise her 40% of their interest for getting a third of the money.

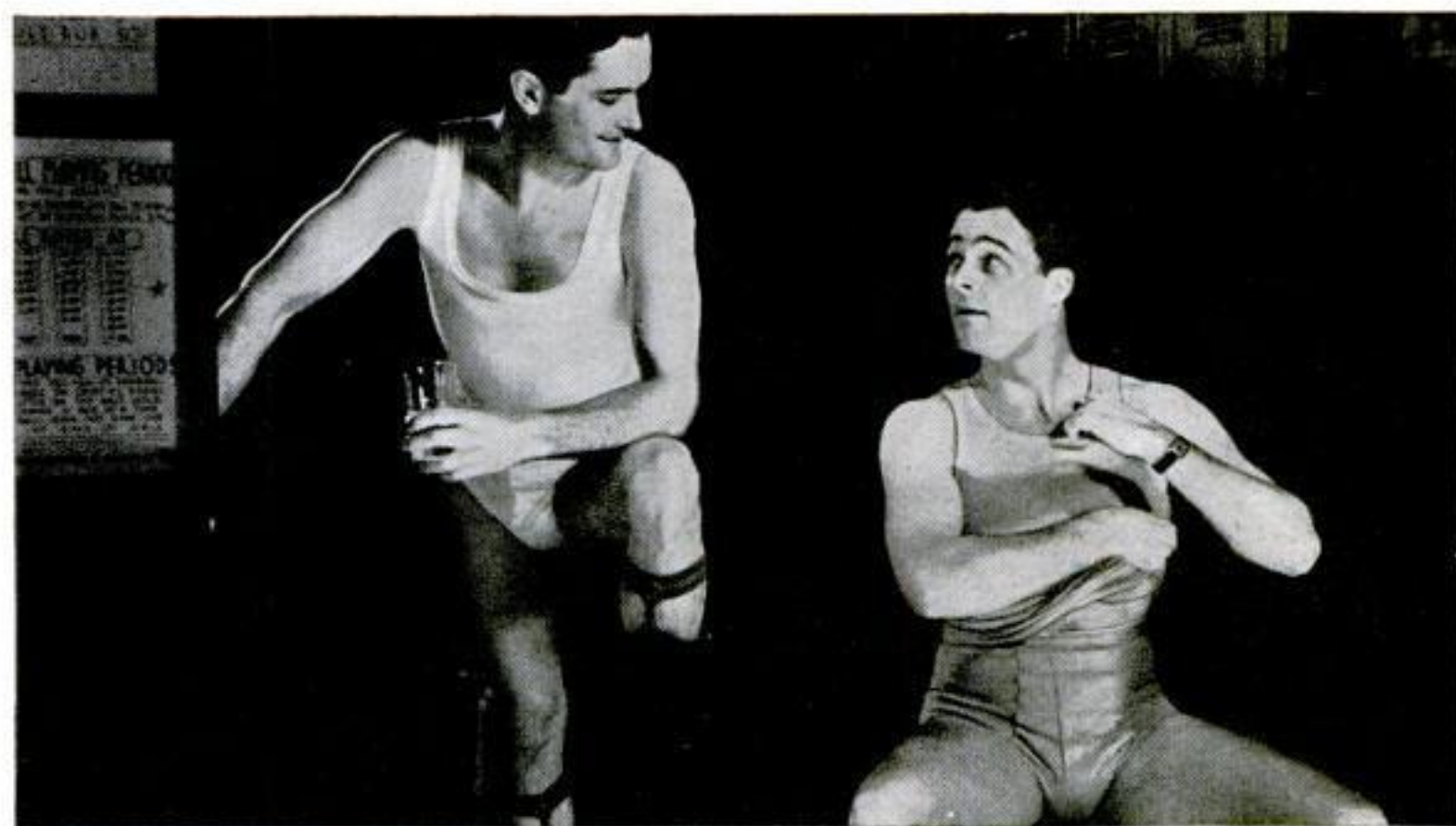
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"What! No Droopy-Drawers?"



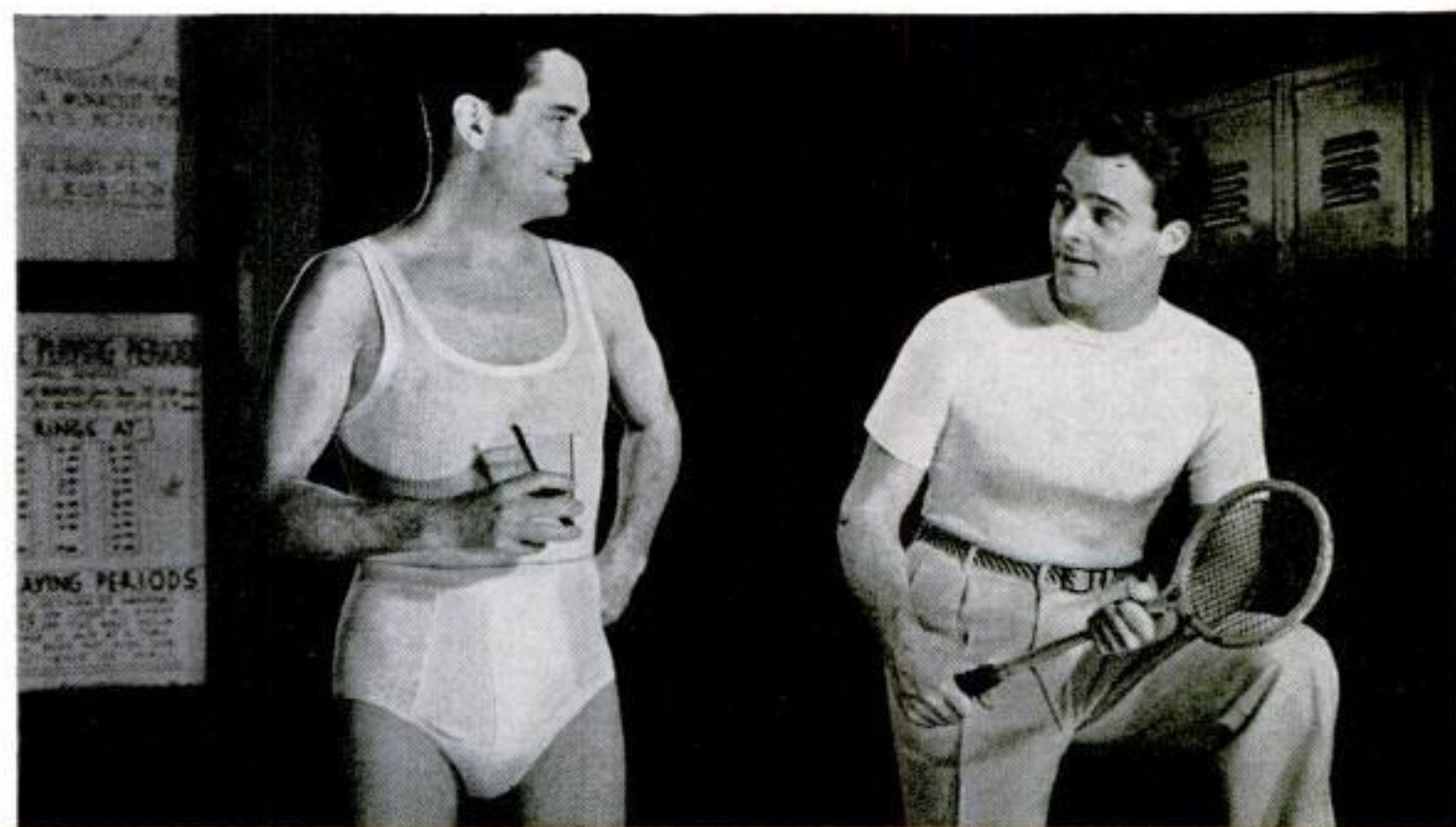
BILL: All right! All right! But you'll admit I finally saw the light. Handiest thing ever...no buttons...the works in one piece!

JIM: Sure! Next thing, they'll make you a volunteer fireman...you can dress so fast!



BILL: Wow! Aren't we somepin'! Tan top-shirt and shorts to match!

JIM: Your grandfather wore fireman's red, didn't he? Phooey! You conservative guys...if it weren't for Munsingwear, you'd still be ankle-deep in flannel!



BILL: Keep your shirt on! Keep cool!

JIM: I will! And you can chalk up another for Munsingwear. See this crew shirt? Coolest thing ever...soaks up perspiration!

One-piece SKIT-Suits with athletic supports and cool mercerized tops, \$1.00.

SKIT-Shorts with elastic waistband and leg-hems, worn with athletic shirts. Blue, green, tan, white. SKIT-Shorts, 75c...Shirts, 75c. Knitted crew shirt with wing sleeves, 50c and 75c.

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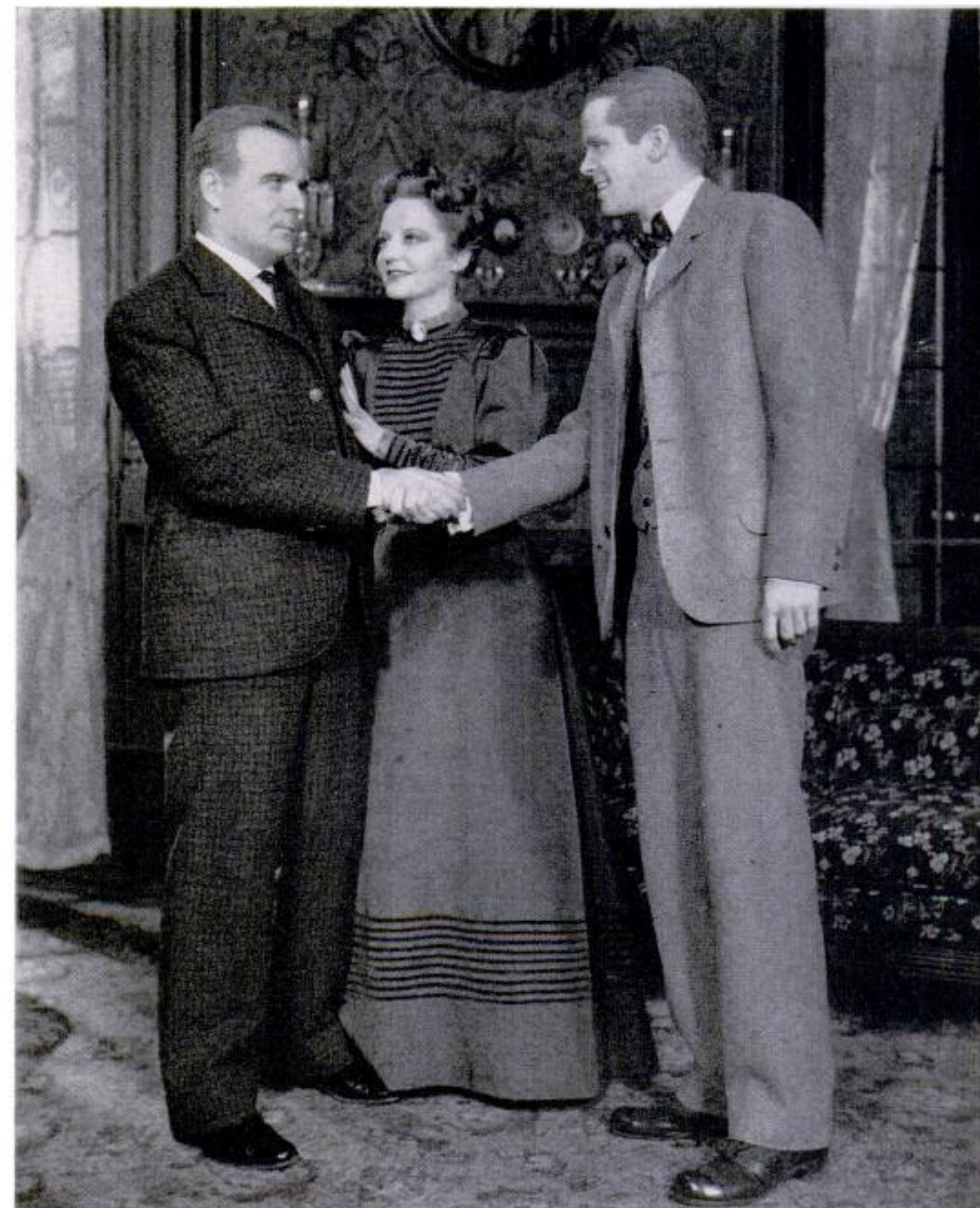
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simple foot exercises to keep your feet fit. Send for it today. Cantilever Shoes, Portsmouth, Ohio... Fine shoes for men and women and children.

The Little Foxes (continued)



Innocent Alexandra (center), Regina's 17-year-old daughter, is sent alone to Baltimore, despite the protests of the Negro maid, to fetch her ailing father back home. The Hubbards plan to marry Alexandra to her first cousin, Leo, so as to keep their money in the family. But Alexandra, who is symbolic of the new South, has a mind of her own.



Sick Horace (left) is greeted at home by his wife and his nephew, Leo. Aware that he cannot live, Horace tells Regina that he will no longer scramble for money, refuses to share in the mill. So the crafty Hubbard brothers make Leo steal his bonds and venomous Regina watches him die of a heart attack without lifting a finger to save him.

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WAKE UP YOUR LIVER BILE...

Without Calomel
—And You'll
Jump Out of Bed
in the Morning
Rarin' to Go



The liver should pour out two pounds of liquid bile onto the food you swallow every day. If this bile is not flowing freely, your food doesn't digest. You get constipated. Your whole system is poisoned and you feel sour, sunk and the world looks punk.

A mere movement doesn't get at the cause. It takes those good, old Carter's Little Liver Pills to get these two pounds of bile flowing freely and make you feel "up and up." Harmless, gentle, yet amazing in making bile flow freely. Ask for Carter's Little Liver Pills by name, 25¢ at all drug stores.



Wily Ben is the oldest and smoothest of the Hubbards, but not quite a match for his sister. In the end she uses his theft of her husband's bonds as blackmail for getting 75% of the Hubbard mill shares. But though the unscrupulous Hubbards gouge and cheat one another, they present a united family front against all competitive outsiders.



Pathetic Birdie (seated), daughter of Southern plantation aristocrats, discovers too late that bullying, greedy Oscar Hubbard married her only for her cotton fields. A symbol of the old agrarian South that was conquered by relentless industrialists, she has taken secretly to drink, is a warning to Alexandra to flee her home. Alexandra does.

"Step up PEP— PUT THE FUN BACK IN LIFE!"

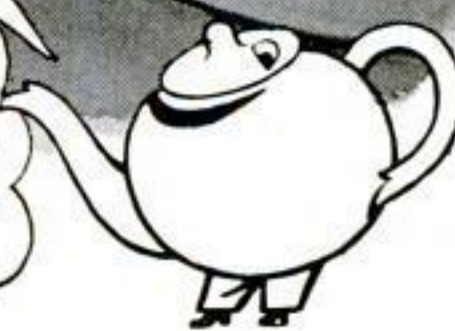
SAYS MR. T. POTT



"You hated cold weather before we began drinking hot tea regularly. Tea is a wonderful bracer, isn't it?"

"Don't I know it! Tea has helped my pep—yours too. Nowadays you're never too tired to go out, thanks to stimulating tea."

PUT YOURSELF IN THIS HAPPY PICTURE, TURN TO TEA THIS WINTER. TEA IS SUCH A GRAND WAY TO BOOST YOUR PEP AND SPIRITS. AND TEA COSTS SO LITTLE—LESS THAN ONE-HALF CENT A CUP!



DONALD BUDGE, TENNIS SENSATION,



says: "Tea Peps Me Up!"

DON BUDGE is the first player in tennis history to win the four major titles in one year—champion of the United States, Great Britain, France, Australia. Don gives a lot of credit to tea for its aid in his career. He says: "Tournament tennis drains energy, and international matches are especially exhausting. But after a hard-played match, hot vitalizing tea sets me right up, and I'm ready to go again."

*It's as easy as A-B-C to get
a really good cup of tea*

A. Always use bubbling boiling water and pour it on the TEA. B. Use 1 teaspoonful per cup, plus one for the pot. C. Steep to any strength you prefer. (Most people who use cream or milk choose a 5-minute brew.)

GOOD TEA COMES FROM

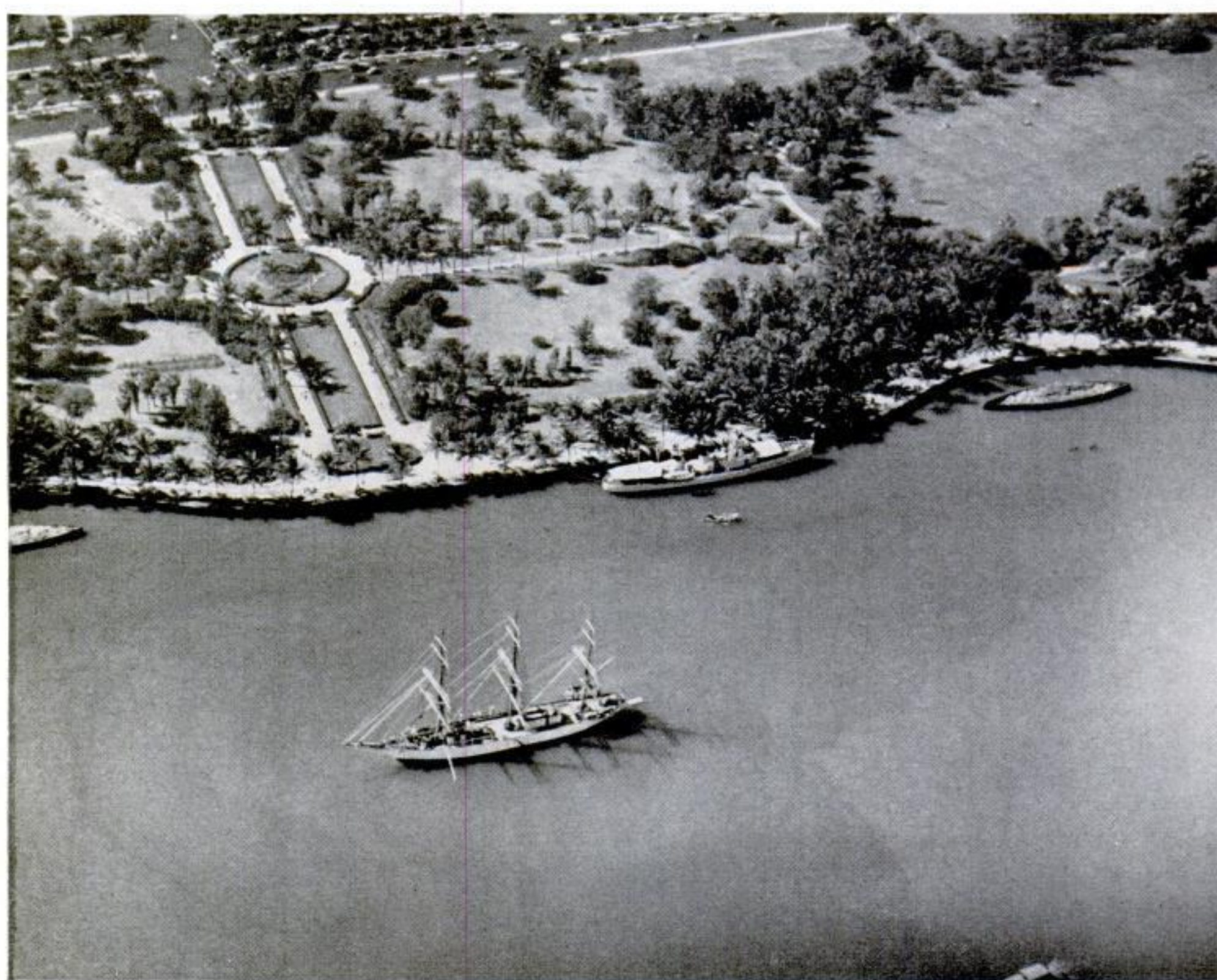


These good black teas are especially suited to the American taste. For economy and full enjoyment, buy *quality* tea.

TEA PEPS YOU UP!



Life Covers the Miami Waterfront

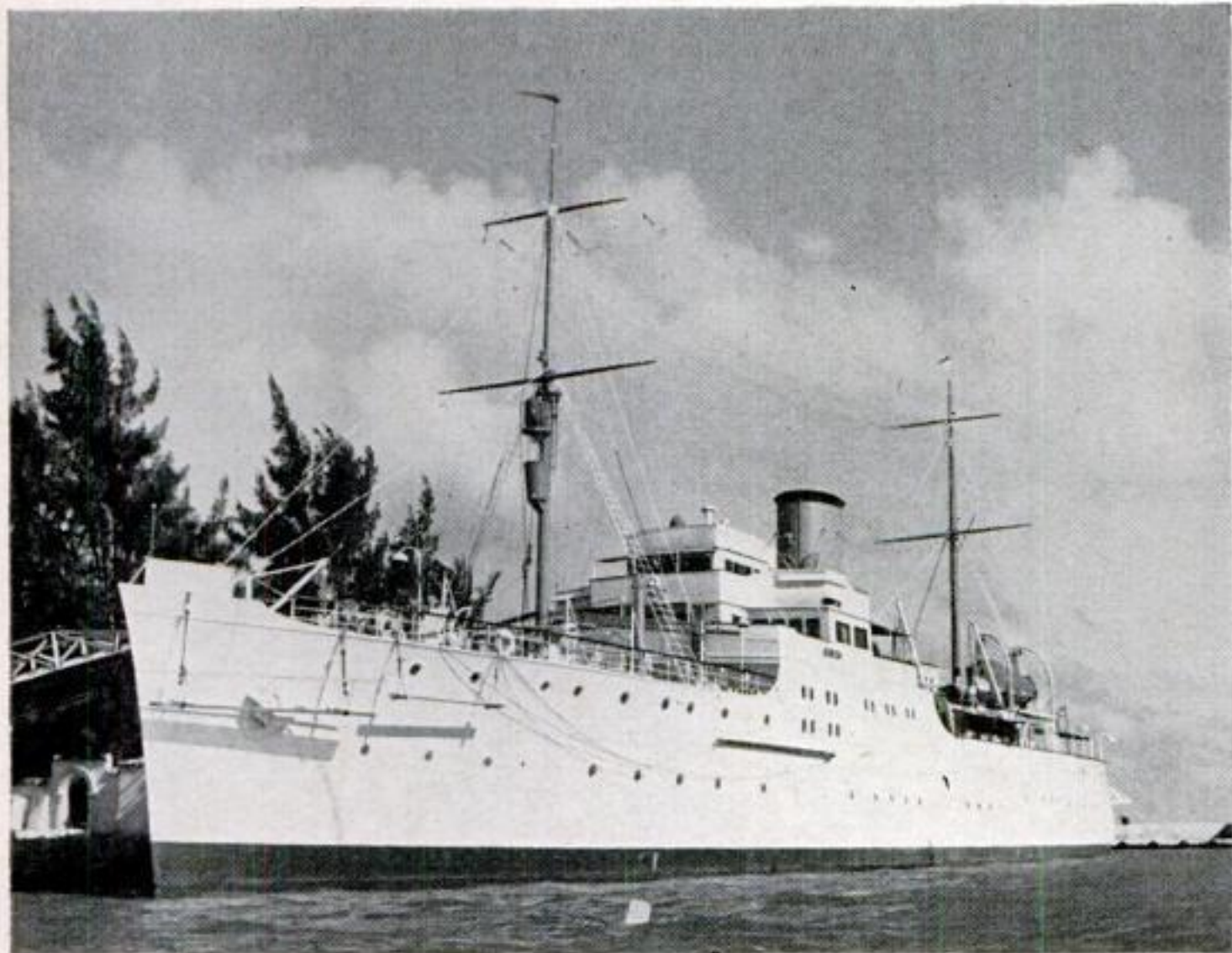


THE STATELY, SQUARE-RIGGED "SEVEN SEAS" IS MOORED NEAR THE ROYAL PALM YACHT BASIN, SOUTH OF MIAMI

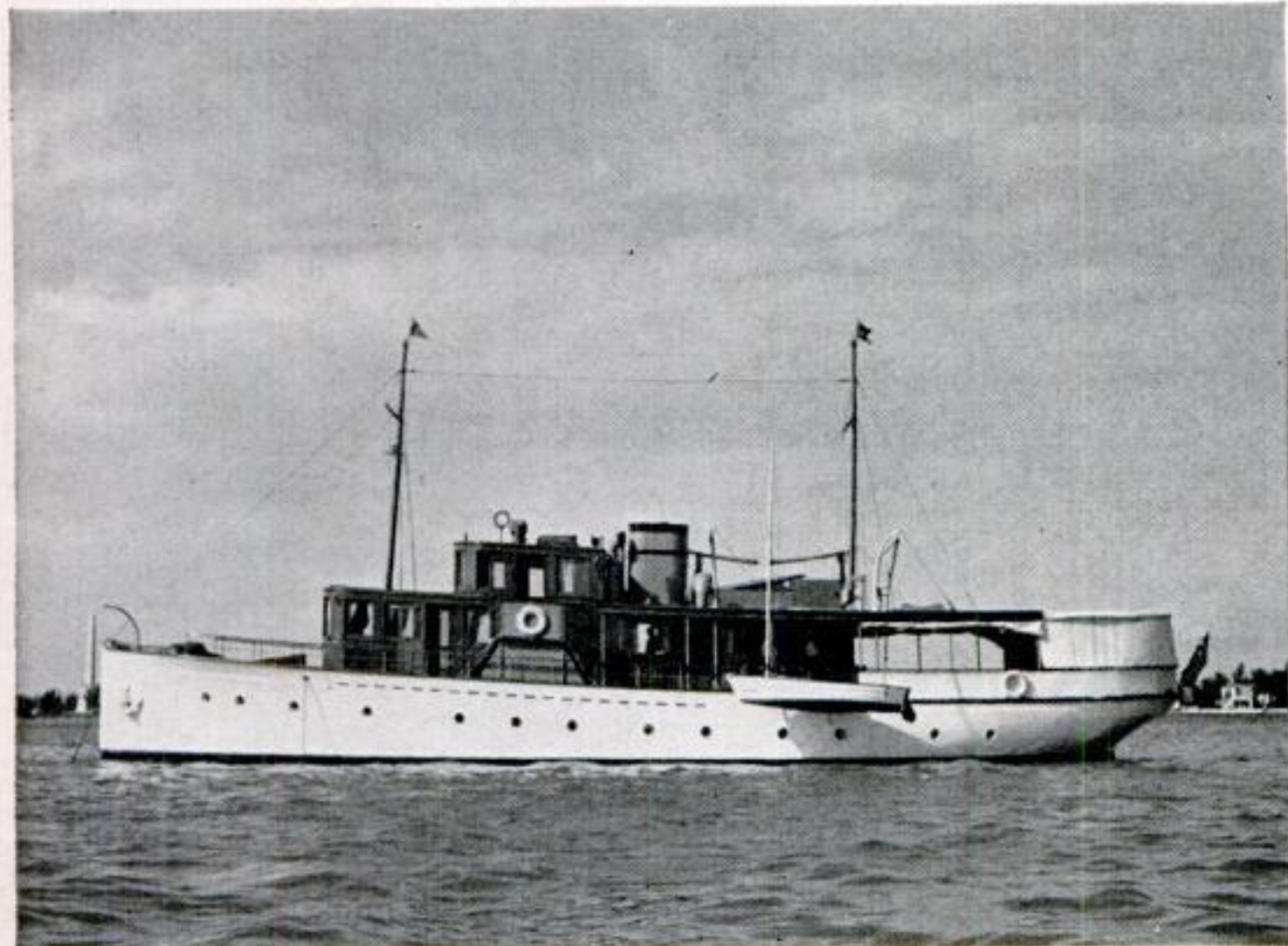
Where Boats of Rich and Poor bask in the Sun of Biscayne Bay

Along 500 miles of the Florida east coast, from Jacksonville to Key West, the only harbor of importance is Miami. There every winter, in their search for the sun, come over 1,500 boats of all kinds and sizes, the greatest conglomeration of pleasure craft in the world. Through the Panama Canal, across the Atlantic, up from South America come the yachts of the millionaires. Down the inland waterway from the North come small cruisers, speedboats, runabouts and fishing smacks. Finally, as if from nowhere, appear the tramps, dirty, smelly and picturesque. All these boats pour into the narrow channels of Biscayne Bay, whose bright blue water separates Miami from Miami Beach. A few anchor at the edge of the city in the Municipal Yacht Basin shown above. The rest tie up to causeway or dock, form a floating city from December to April.

With its shifting shoals and treacherous sand bars, Miami is a dangerous harbor to navigate. But the boat owners do not care. Once riding a mooring, they seldom feel the necessity of moving. Like the Key West characters painted by Ernest Hemingway, their philosophy is pleasure, their duties none. They are sublimely happy to sprawl on deck under the hot sun and lazily drop a fish line overboard.



W. K. Vanderbilt's "Alva" cost \$1,250,000. With a length of 264 ft., she is the fourth largest American yacht (Julius Forstmann's *Orion* is the largest). Built in Kiel, Germany, she is propelled by two Diesel engines, carries a crew of 40. The *Alva* is docked in Norris Cut, between the ocean and Biscayne Bay against Vanderbilt's private island.



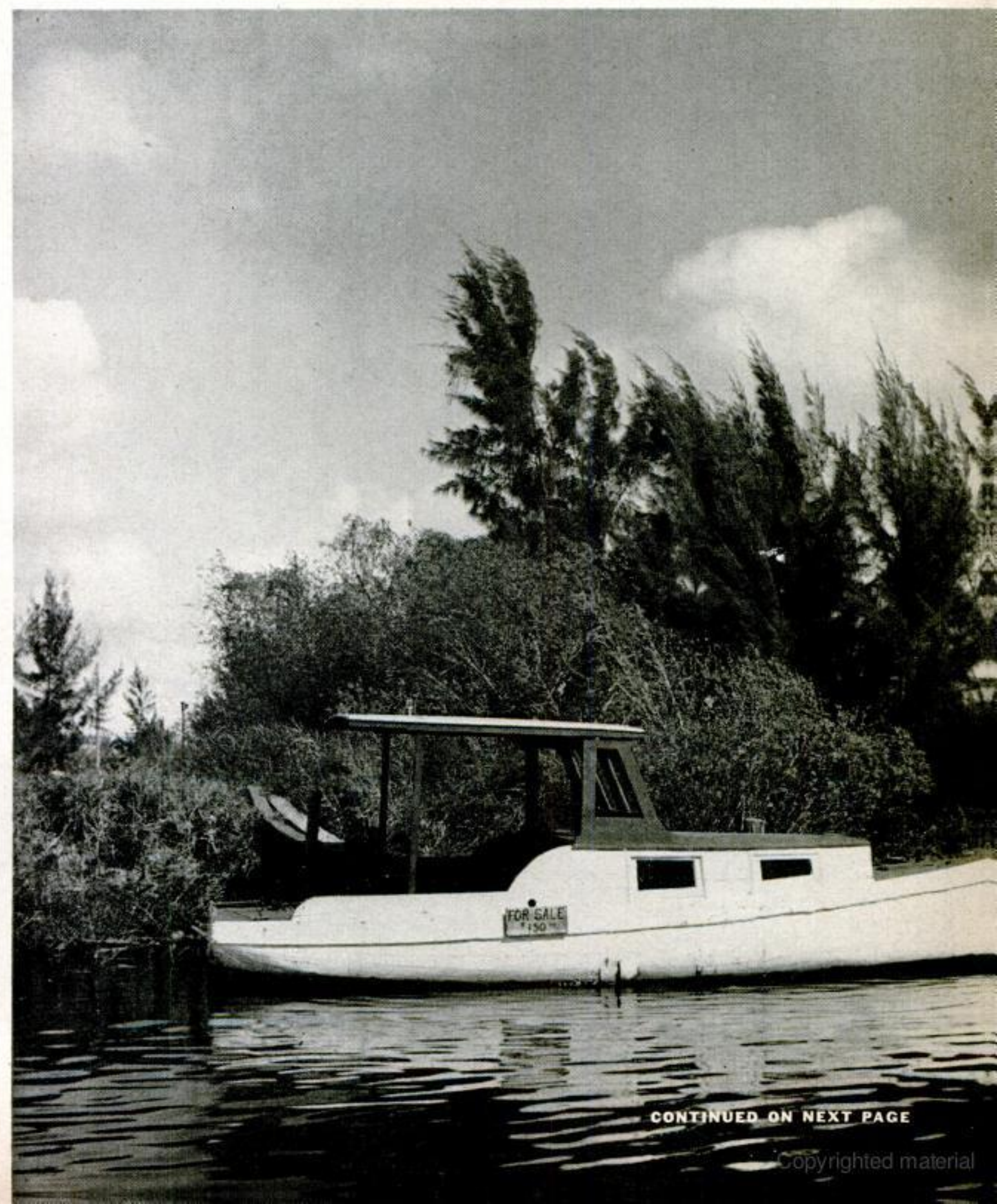
The "Compadre" cost \$85,000. An 80-ft. Diesel cruiser, with a 17-ft. beam, this yacht was built in San Pedro, Calif., in 1929. The owner of the *Compadre* is a genial Californian named Cochrane, who this winter shipped his three children and wife aboard, steamed through Biscayne Bay, tied up at Miami. His budget averages about \$1,400 per month.



The "Gem" cost \$20,000. Her owner, Gregg Manning of Miami, calls her the best-equipped fishing boat on the Atlantic Coast. Manning originally came from Pittsburgh, moved to Miami for the fishing. He lives on Surprise Lake in Miami Beach, operates a sea food restaurant and commutes to work on his boat. The *Gem* carries a crew of two.



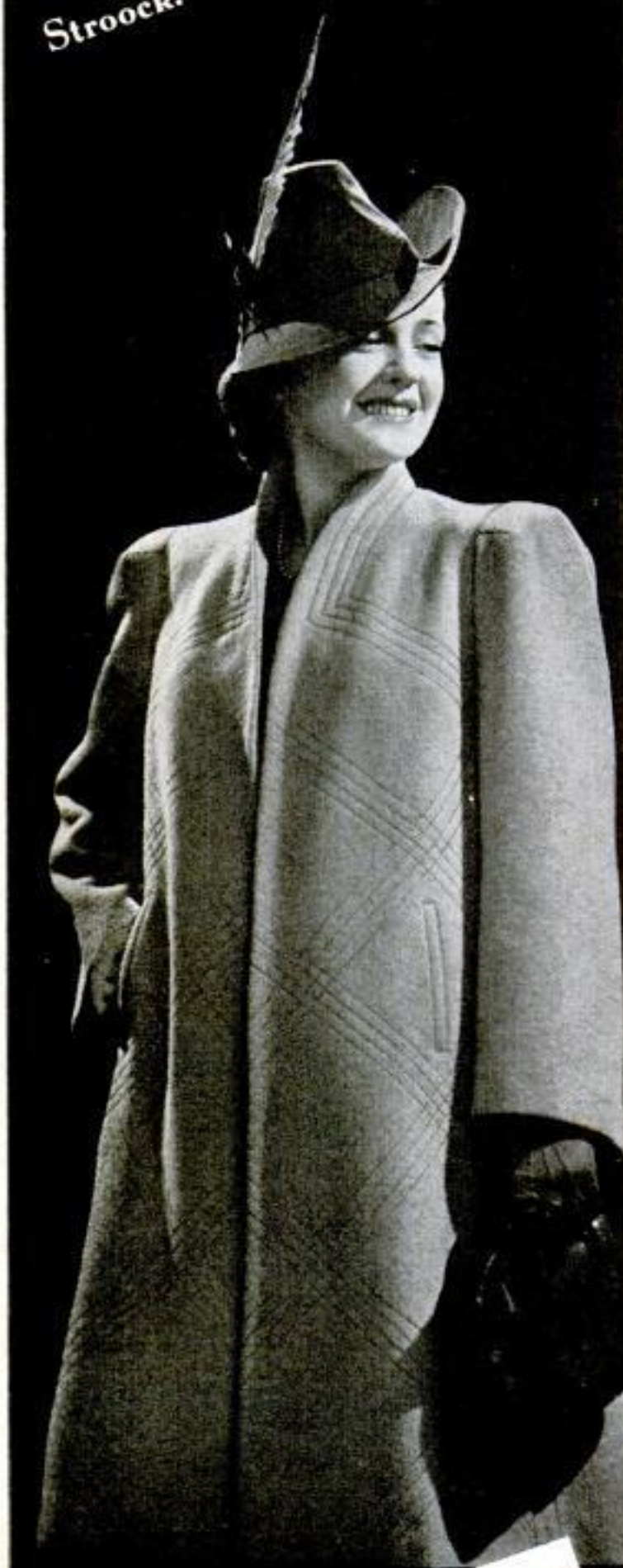
The "Seven Seas" cost about \$100,000 when she was built 25 years ago in Sweden. To duplicate her in the U. S. today would cost \$250,000. She is a 168-ft., three-masted square-rigger owned by William S. Gubelman, who has to pay at least \$4,000 a month to run her. Below, moored against a Miami island, is a junk boat for sale. The price is cheap: \$150.



CONTINUED ON NEXT PAGE

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A GRAND COAT...Slip it on over your tailored suit or over your newest print. It goes with everything, everywhere. It has the distinction that comes from superb quality and authentic style. This shadow-stitched swaggar is in Palatia, a fabric made from the world's finest fibres, loomed expressly for Quintor originals by Stroock. **\$39.75**

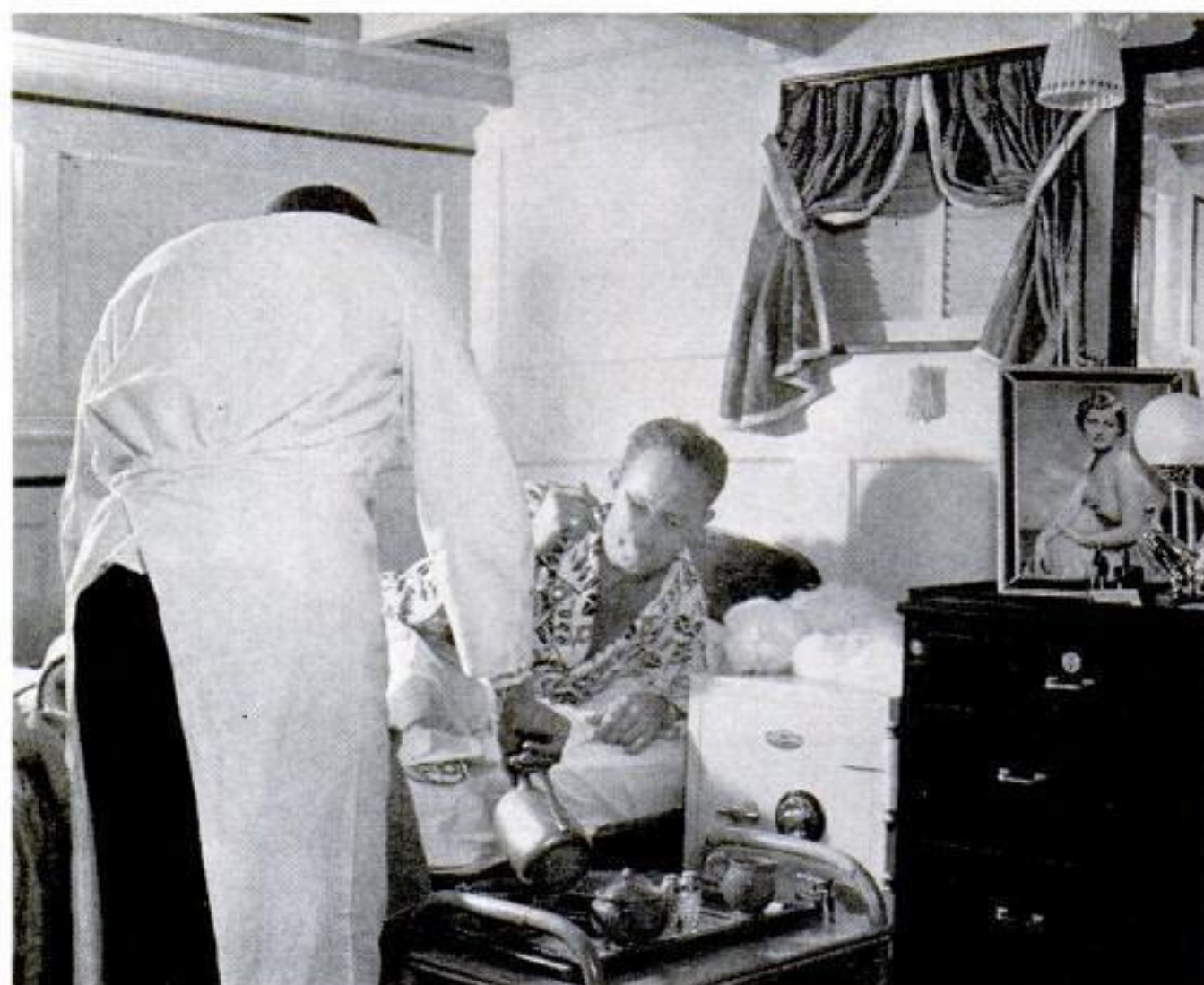


Quintor originals
in STROOCK FABRICS

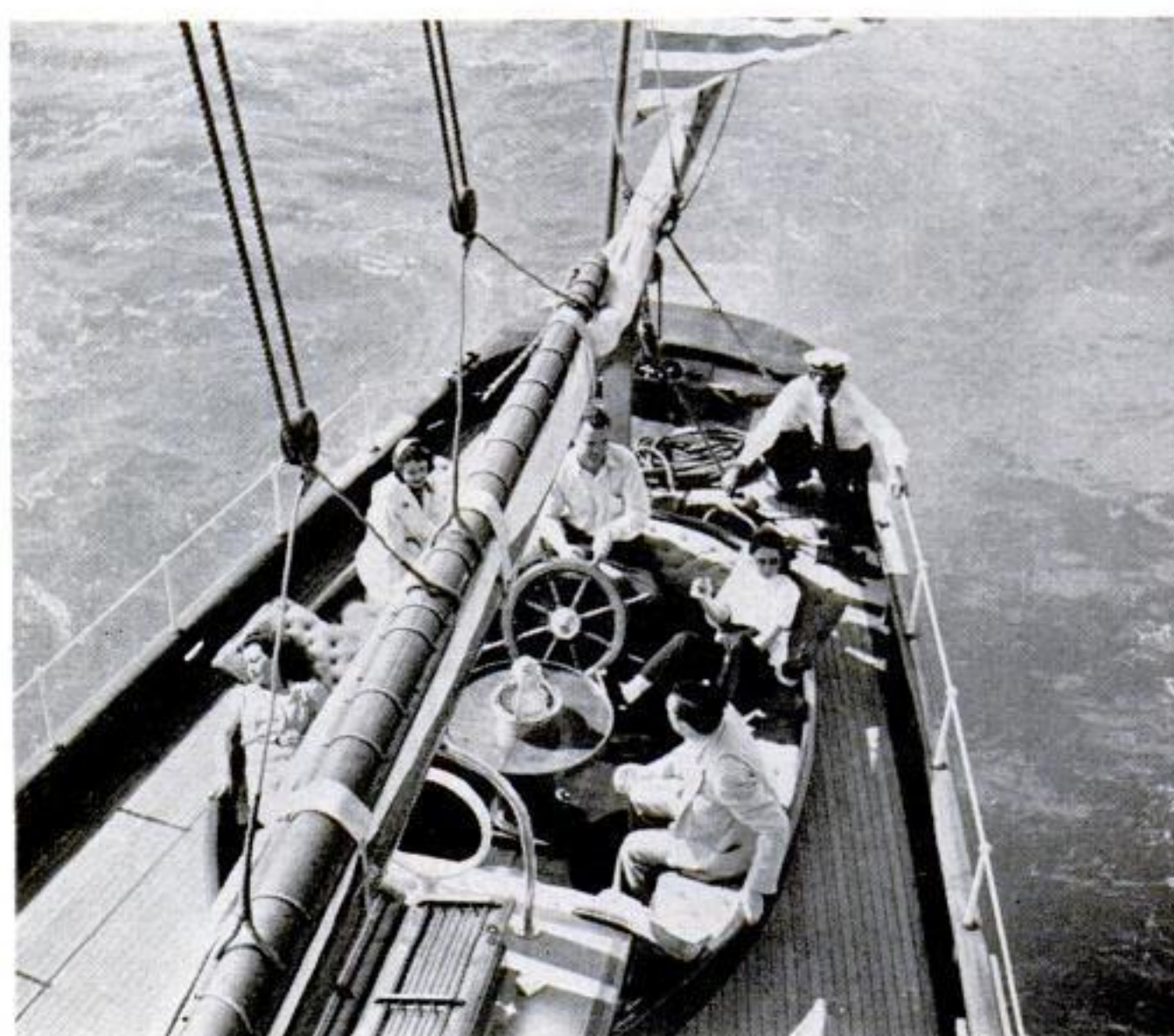
For fashion folder and store nearest you, write PHIL & H. QUINTO, 512 Seventh Ave., New York City

Lining by Skinner

Miami Waterfront (continued)



On a rich man's boat, breakfast is served in bed to William M. Davey, owner of a 75-ft. cruiser, the *Friendship II*. Mr. Davey's home is at Beverly Hills, Calif., but he lives on his boat, whether he is in Florida or California, the year around.



Out of Biscayne Bay sails the *Flight*, owned by wealthy Drug Manufacturer S. L. Lambert. She is a fast 79-ft. auxiliary schooner, built in 1926. Mr. Lambert does all his own navigating but it still costs him \$35,000 a year to run his boat.



Captain Bill Tompkins leads the singing aboard his 42-ft. schooner, the *Scaramouche*. "You might as well cut off my two feet as take my boat from me," says Tompkins. He left his wife at home, intends to sail completely around the world.

THE
"Common Sense"
TREATMENT
for SCALP and HAIR
Brush FOR **ONE** MINUTE
Massage FOR **TWO**

Use
JERIS



Antiseptic
HAIR TONIC

Not a "cure all"—but a "common-sense" way to keep your hair well-groomed and glowing with health... If you are troubled with loose dandruff, the sensible thing to do is to buy a bottle of Jeris today at any barber shop or drug store.

APPLICATIONS AT BARBER SHOPS



Rolleiflex FOR ACTION SHOTS!



Automatic Rolleiflex, with Zeiss Tessar f/3.5 lens in Compur Rapid delayed-action shutter... \$130
4 x 4 cm. Rolleiflex, with Zeiss Tessar f/2.8 lens... \$105
Rolleicord II, with Zeiss Triotar f/3.5 lens... \$65.00
Rolleicord 1A, with Zeiss Triotar f/4.5 lens... \$47.50

MANY of the outstanding pictures that appear in LIFE are made with Rolleiflex—the most versatile camera. Dozens of the top-notch professionals use the Rolleiflex almost exclusively. But one does not have to be an expert to get beautifully composed, critically sharp pictures with this amazing camera. It shows you each picture before you make it. And it gives you twelve negatives in the practical 2 1/4 x 2 1/4" size on a roll of 120 film.

Everything is streamlined, entirely out of the way and fully protected. Blanks and double exposures are eliminated.

Ask your dealer to show you Rolle cameras and get details of the big Rolle Contest in which 500 CASH PRIZES are to be awarded.

BURLEIGH BROOKS
INCORPORATED
127 WEST 42ND STREET NEW YORK

LIFE'S PICTURES



George R. Thomas, who photographed Tallulah Bankhead on the cover and scenes from her stage hit *The Little Foxes* on pages 70-73, is one-half of the famed Vandamm Studio. His wife, Florence Vandamm Thomas, who started the studio in 1908, is the other half. They met in England during the War and together have become perhaps the best-known stage photographers in the world. "Mr. Vandamm," as Thomas is often misnamed, averages 50 shows a year, says taking Billy Rose's *Jumbo* (1935) was his hardest job.

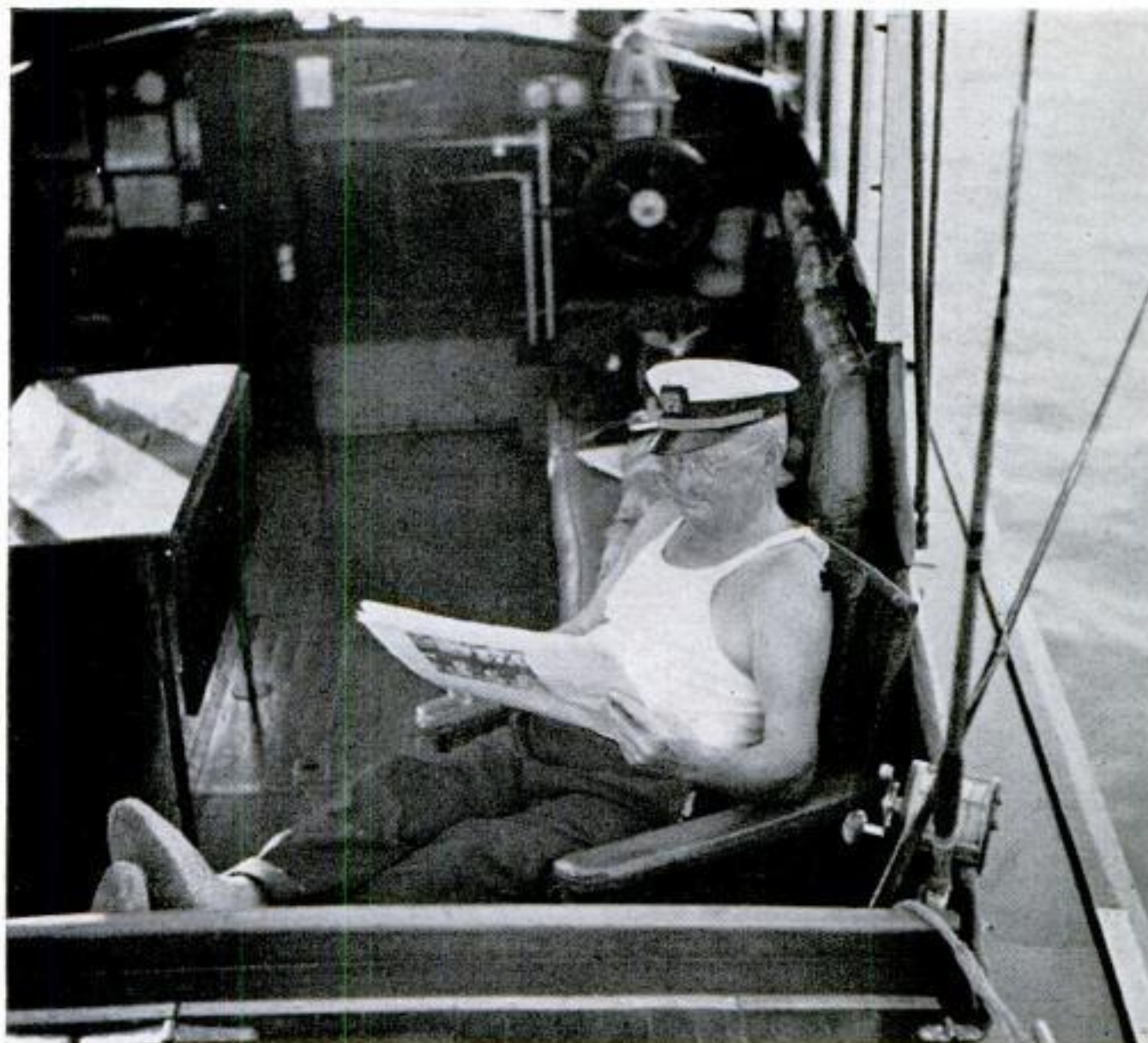
The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

COVER—VANDAMM STUDIO
 2—EISENSTAEDT-PIX
 6, 7, 8—MARTIN HARRIS exc. cen. rt. p. 7
 BROWN BROS.
 11—FAIRCHILD from CLYDE SUNDERLAND
 12, 13—JOHN GUTMANN-PIX, FAIRCHILD from CLYDE SUNDERLAND, JOHN GUTMANN-PIX—GABRIEL MOULIN, JOHN GUTMANN-PIX, GABRIEL MOULIN, A. P., W. W.—A. GOLDSTEIN, JOHN GUTMANN-PIX (3), W. W.
 14—W. W.—ACME, HORACE BRISTOL (2)—A. P., W. W., HORACE BRISTOL
 15—HORACE BRISTOL exc. cen. rt.
 16—W. W. (2), M-G-M—KEY—ACME, P. I., RIAD SHEHATA
 17—RIAD SHEHATA
 18, 19—WALLACE KIRKLAND
 20—P. I. exc. bot. lt. A. P.
 21—P. I.
 22, 23—T. rt. INT. (2)—bot. INT. (4), cen. and bot. rt. ACME
 24—OTTO HAGEL—OTTO HAGEL—CULVER (2), from "MEN, WOMEN AND TENORS" published by HOUGHTON MIFFLIN CO., CULVER, M-G-M
 25, 26, 27—OTTO HAGEL
 28, 29—MAP by FRED COOPER
 30—EDITH BOECK exc. bot. rt. A. P.
 31—A. P., PAUL THOMSON from EUR., EUR.—EUR.
 32—ERIC SCHAAL-PIX exc. lt. and bot. rt. ATKINS
 33—ERIC SCHAAL-PIX
 34—Bot. lt. CULVER, bot. rt. W. W.
 37—T. rt. BROWN—cen. rt. ACME
 38—ERIC SCHAAL-PIX
 44—DE PALMA from B. S.
 47 through 51—PARAMOUNT PICTURES
 54—JOHN FAVOUR
 57—HELLER from EUR., EISENSTAEDT-PIX
 59—Cen. t. lt. from "LIBERATION"
 60—ACME, GEO. F. HULL—ACME, A. P., ROSS-TEUSCHER from EUR.—W. W., ACME, A. P.
 61—J. R. EYERMAN, VICTOR BARRON from ATLANTA JOURNAL—W. EUGENE SMITH from B. S., MARTIN HARRIS
 62, 63—J. R. EYERMAN
 65—A. P.
 66, 67, 68—BERNARD HOFFMAN
 70, 71, 72, 73—VANDAMM
 74—ELIOT ELISOFON
 75—DE PALMA from B. S. exc. bot. lt. and t. rt. ELIOT ELISOFON
 76—DE PALMA from B. S. exc. t. ELIOT ELISOFON
 77—DE PALMA from B. S. exc. t. cen. ELIOT ELISOFON and t. lt. VANDAMM STUDIOS
 78, 79—RALPH AMDURSKY

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On a poor man's boat, dinner is served in bed to "Happy" Stormont by his wife. "Happy" once was a tool-and-die maker for General Motors, had to quit because of heart trouble. Now he lives on this tumble-down boat, sells bait to fishermen.



82-year-old Pop Howd lives alone aboard his motor cruiser, called the *Dawn*. He came to Miami 20 years ago from Ohio, says he eats steak one day, then doughnuts and coffee for a week. He figures that it costs him about \$100 a month to live.



In his littered bunk aboard the *Madeline*, Captain Frank Watson always reads magazines after lunch. He bought the boat two months ago for \$175. When his money runs out, Watson does odd jobs, lives on the money earned until it runs out again.




Bon Ray
 GOES TO A PARTY
 In COHAMA Formal Fabrics
 Above, "Marquiza," with wide skirt and velvet ribbons. Below, "Nightingale," with black chiffon skirt, white embroidered organdy blouse, red or green sash. 9 to 17 and 12 to 18. \$22.95 each.



At leading stores, or write to
 BON RAY • 525 SEVENTH AVE., N. Y.

His HAIR went down the drainpipe



DON'T LET THIS HAPPEN TO YOU*

WATER is no hair tonic. Too much water is bad for hair. It washes out natural oils. Dries the scalp. Encourages dandruff.

If you want glossy, attractive hair that will stay "put" all day long, use Kreml.

Kreml is a dressing-tonic. It contains beneficial oils that impart a lustre to the hair; makes it obedient to brush and comb.

It helps keep the scalp clean, free from dandruff scales.

It checks excessive falling hair.

Stop letting your hair vanish down the drainpipe.

Start today using Kreml in place of water for dressing your hair.

See how soon you notice a big improvement.

Use Kreml at home.

Ask for it at the barber's.

Kreml Shampoo is a splendid ally of Kreml Hair Tonic. It is made from an 80% olive oil base, cleanses hair and scalp thoroughly and leaves hair easy to manage.

* Kreml is effective in checking excessive falling hair—except, of course, in cases where the trouble is caused by the comparatively rare disease alopecia areata, a condition which requires medical treatment.

KREML

REMOVES DANDRUFF SCALES—
CHECKS EXCESSIVE FALLING HAIR
NOT GREASY—MAKES THE HAIR BEHAVE

PICTURES TO THE EDITORS



TWO "PROFESSORS" DANCE BEFORE BACKDROP OF CHORUS ON A LIFE COVER

LIFE GOES TO COLLEGE

Sirs:

Tambourine and Bones, musical-comedy society of Syracuse University, chose as the theme of its annual show *LIFE Goes to College*. The show was based on scenes at Syracuse such as LIFE might

photograph. Despite the biting satire, *LIFE Goes to College* also has the beauty found in any Broadway production.

JACK WHITE

Syracuse Daily Orange
Syracuse University
Syracuse, N.Y.



A COMMITTEE COMES TO DRAPE THE NUDES IN THE SCHOOL OF FINE ARTS

FOR THE 1 MAN IN 7 WHO SHAVES EVERY DAY

HERE'S A SPECIAL SHAVE CREAM

It's Not a SOAP... Not Greasy
Needs No Brush... Leaves
Your Skin Soft and Smooth

Daily shaving leaves many men's faces raw, sensitive. This is especially true of the man who, because of his business and social status, must shave every day.

To meet this condition Williams has now developed a special cream for daily shavers. It's called Glider. Wash face thoroughly with soap and warm water to remove razor-dulling grit, then spread on Glider quickly, easily with your fingers. No brush. No lather. Not sticky or greasy.

A superabundance of moisture in this rich cream softens each whisker, yet forms a protective layer over your face to keep blade from scraping. Swiftly and gently your razor glides over your skin. Like a cold cream, Glider helps smooth and soften your skin and prevent chapping and roughness. Glider is the result of nearly 100 years' experience in making fine shaving preparations.

Try Glider at our Expense:

Send your name and address on a penny post card, for a generous FREE tube of Glider "No-Brush" Cream. The J. B. Williams Co., Dept. LG-23, Glastonbury, Conn.

**IT'S A CINCH TO
REPAIR WALLS WITH
RUTLAND
PATCHING PLASTER**



Just mix with water.. Rutland makes a perfect patch... stays put... costs only a few cents.

**RUTLAND
PATCHING
PLASTER**

**SIMPLE
RASH**
Itching, tender skin quickly soothed and comforted by oily

RESINOL
OINTMENT and SOAP
Cell Druggists





Beauty Queen of Syracuse was Margo Lundgren of Maplewood, N.J., chosen from seven gorgeous sophomores by John LaGatta. She and her court appeared in show.



Cleopatra and the football team put on this skit. Cleopatra (Mary York) promises them everything in Egypt except herself. The team immediately starts after her.



The marriage course is most popular with the girls. In this scene the star pupil wheels in a baby carriage to prove that she has successfully completed the course.



GO DUTCH - WITH



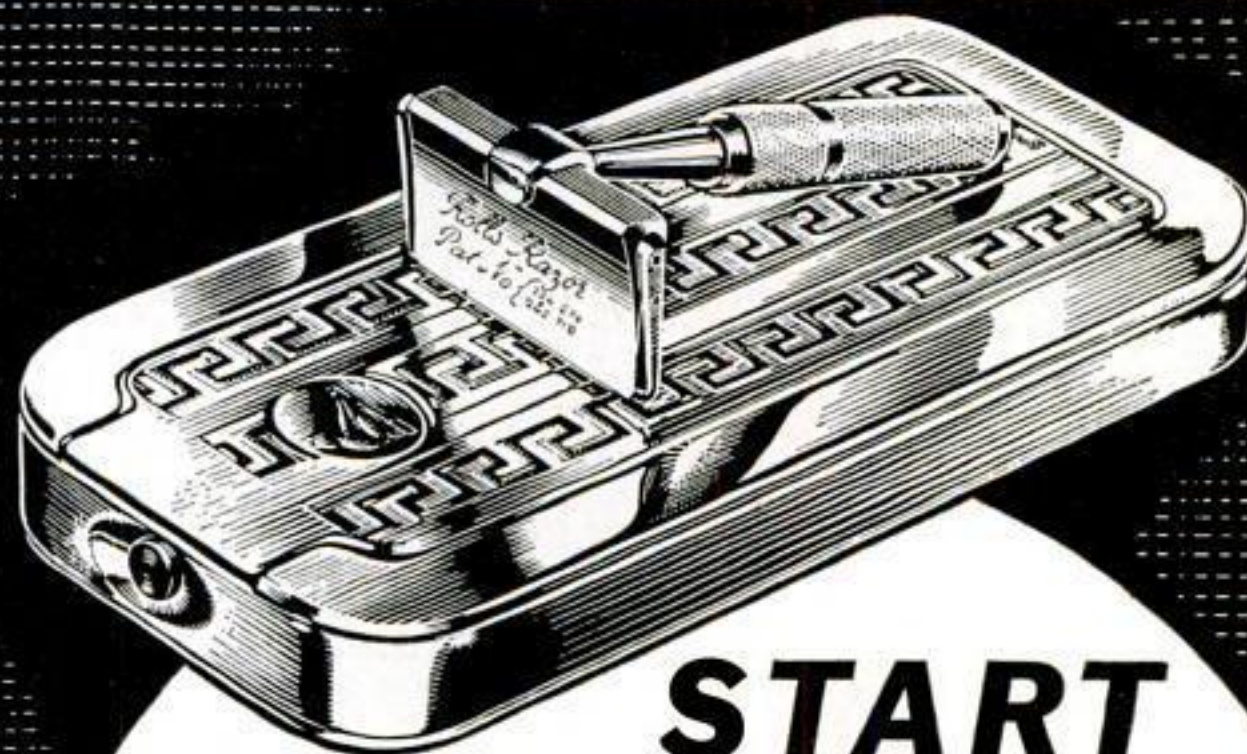
The HOLLANDER

GENTLEMEN, we give you — the season's smartest leisure shoe! A Dutch treat, straight from the land of dykes and windmills — styled after the famed Dutch klomp. It's a swank, swagger shoe with a continental air — more comfortable than anything you have ever worn before, because of its rocker-type design — a natural for wear with slacks and sport clothes. See the Hollander and other Stetson models — at your dealer's, now!

THE STETSON SHOE CO. INC. SO. WEYMOUTH, MASS.

Stetson

WALKS THE FIRST TEN MILES



START to enjoy your shave!

If face-comfort or a smooth-shaven skin mean anything to you consider the Rolls safety Razor. It comes with only *one* blade and that's all you need!

Hand forged from Sheffield steel and then hollow-ground with great precision by British craftsmen it's built to give the grandest shaves you've ever had—day after day, year after year. Strop the blade in the case before shaving and

hone it every few months—that's how easy it is to get shaving bliss. Rolls Razor puts an end to experimenting, to running out of blades, to blade inconsistency.

Figure what blades cost you a year and you'll discover it's more economical, too, to own a Rolls Razor. Ask your dealer to demonstrate its advantages or write for Booklet L36. **\$10.**

ROLLS RAZOR OWNERS: If your razor is giving you less than a perfect shave, it's wise to send it to us for factory inspection. Address Dept. 818.

ROLLS RAZOR

ROLLS RAZOR, Inc., 305 E. 45th ST., NEW YORK

PICTURES TO THE EDITORS

(continued)



"It stinks" was the theme of a skit about the Syracuse gymnasium class. The girls are holding their noses as they pretend to walk off into the swimming pool.



How to wash a baby is demonstrated to the girls in the marriage course. Before they get through, they drop, scald and finally drown the baby. Below: the chorus.



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**WE'VE DISCOVERED EACH OTHER
ALL OVER AGAIN!...**

**SINCE WE DISCOVERED THIS
MARVELOUS-TASTING CEREAL!**

Copyright, General Foods Corp., 1939

JANE, I'VE JUST GOT TO TELL YOU ABOUT OUR WONDERFUL FIND—IT'S POST'S 40% BRAN FLAKES, THE MOST DELICIOUS CEREAL YOU COULD POSSIBLY HAVE FOR BREAKFAST!

MARY'S RIGHT, THEY HAVE THE FINEST FLAVOR IN THE WORLD—AND THEY GIVE YOU SOMETHING MORE...



POST'S BRAN FLAKES NOT ONLY TASTE GREAT, THEY HAVE **TWO EXTRA BENEFITS** THAT HELP TO KEEP YOU FEELING FIT...

How Post's Bran Flakes can help you:

First, Post's Bran Flakes provide just enough bran, a natural *regulator*, that helps protect you against sluggishness. People whose systems are irregular, due to lack of bulk in the diet, find Post's Bran Flakes, eaten daily, a wonderful help.

Second, Post's Bran Flakes are rich in phosphorus and iron, and are an excellent source of Vitamin B₁ for appetite and Vitamin G to help promote growth and vigor.

All this in one grand-tasting cereal with a *double purpose*: to make breakfast a real treat, and to help you keep fit!

WE'VE BEEN EATING A BOWLFUL OF POST'S BRAN FLAKES EVERY MORNING FOR SIX MONTHS... AND NEVER A CROSS WORD HAS CROSSED OUR BREAKFAST TABLE IN ALL THAT TIME!

THAT SOUNDS LIKE JUST WHAT I NEED—I'LL START EATING POST'S BRAN FLAKES TOMORROW MORNING!



A FEW MONTHS LATER...

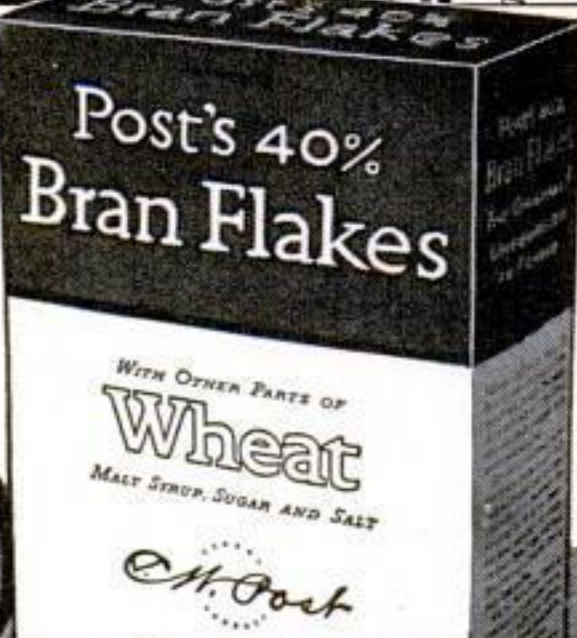
I'M SO GRATEFUL TO YOU FOR TELLING ME ABOUT POST'S BRAN FLAKES, MARY... THEY'RE PERFECTLY DELICIOUS, AND JUST WHAT I NEEDED TO KEEP MY SYSTEM IN ORDER!

YES, ISN'T IT GRAND, JANE, THAT SIMPLY EATING A MARVELOUS-TASTING CEREAL EVERY MORNING CAN GIVE YOU SUCH WONDERFUL **EXTRA BENEFITS!**



**LIFE IS SWELL
WHEN YOU KEEP WELL**

A Post cereal
made by
General
Foods



IMPORTANT: Post's Bran Flakes, due to their bulk, are a *regulative* cereal. Constipation due to insufficient bulk in the diet should yield to Post's

Bran Flakes, eaten regularly—as a breakfast cereal or in muffins. For cases not corrected in this simple manner, a physician should be consulted.



THE BOYS ARE TALKING YET ABOUT SUE'S Double Mocha Chocolate Cake!

"I made it rich and luscious with Baker's Chocolate," Sue says

MY SUE'S A WIFE IN A MILLION. The boys always are welcome in our home, and nights we play pinochle, Sue makes us a special treat.

Like that chocolate cake last night. The best chocolate cake you ever tasted! Gee, did the boys give Sue a hand!

"WHAT WAS IN IT to make it taste so good?" I asked Sue this morning.

"It's a new recipe," says Sue. "Called *Double Mocha Chocolate Cake* because there's coffee in the cake and the frosting, too. But that rich chocolate taste you rave about is due to the chocolate I used. **BAKER'S CHOCOLATE**. It's so rich! Everything I make with it tastes extra grand."

"IT GETS MY VOTE!" I said, giving Sue a hug. And I'm telling you ladies—if you're baking a cake to please the men in your family, you can't go wrong with this recipe of Sue's!

Copyright, General Foods Corp., 1939

OH BOY —
CHOCOLATE CAKE!

MY FAVORITE!



DOUBLE MOCHA CHOCOLATE CAKE (2 eggs)

- 2 cups sifted Swans Down Cake Flour
- $\frac{3}{4}$ teaspoon salt
- 1 teaspoon soda
- 4 squares Baker's Unsweetened Chocolate
- $\frac{1}{2}$ cup butter
- $\frac{1}{2}$ cup coffee syrup
- 2 cups sugar
- $\frac{3}{4}$ cup sour milk or buttermilk
- 2 teaspoons vanilla
- 2 eggs, unbeaten

To make coffee syrup—Bring $1\frac{1}{3}$ cups water and 3 table-
spoons sugar to a boil; add $\frac{3}{4}$ cup ground coffee. Remove
from fire, cover, and let stand 5 minutes. Strain through
double thickness of cheese cloth.

Sift flour once, measure, add salt and soda, and sift three
times. Combine chocolate, butter, and $\frac{1}{2}$ cup coffee syrup
in top of double boiler; place over boiling water and cook
until chocolate is melted, stirring constantly. Cool and add
sugar. Add flour and milk alternately in two parts, stirring
until blended. Add vanilla and eggs and beat 2 minutes. Bake
in two greased 9-inch layer pans in moderate oven (350° F.)
30 to 35 minutes. Spread Coffee Butter Frosting made
with remaining coffee syrup between layers and on top and
sides of cake. Decorate with a border of chopped pecans.

COFFEE BUTTER FROSTING

- $\frac{3}{4}$ cup butter
- 5 cups sifted confectioners' sugar
- 5 tablespoons coffee syrup (about)

Cream butter. Add part of sugar gradually, blending after each addi-
tion. Add remaining sugar, alternately with coffee syrup, until of
right consistency to spread. (All measurements are level)



IN ALL YOUR CHOCOLATE DISHES why not
always have the appetizing color and
exciting flavor which Baker's richness
gives? Baker's has been tops in chocolate
since 1780. Look for the famous "Baker
Chocolate Girl" on the label. Baker's
Chocolate is a product of General Foods.

COCOA, TOO! FOR EXTRA-RICH, SMOOTH FLAVOR, TASTE BAKER'S!

The quality of Baker's Cocoa has been famous
for generations. Since 1780 it has always been
the aristocrat, the luxury cocoa, of America.
Yet today this fine cocoa is far from luxury-
priced. The money you save by ordering
Baker's in the pound-size can makes it amazing-
ly economical. Try Baker's Cocoa in the pound
can this week! Enjoy its delicious richness!



GIVING A PARTY?
SEND FOR THIS SMART
NEW BOOK TODAY!

Free!

Just off the press—a "Party Book" of
rich chocolate foods for every jolly
occasion on the calendar! 28 illustrated
pages—59 recipes carefully tested for
you at our chocolate headquarters. Yours
free! Just mail this coupon today—to
GENERAL FOODS, BATTLE CREEK, MICH.

Your name _____
Street _____
City _____ State _____
(If you live in Canada, address General Foods, Ltd., Cobourg, Ont.) (Offer expires Sept. 1, 1939.)

● WITNESSED STATEMENT SERIES:

"SOLD AMERICAN"

MEANS FINE TOBACCO FOR LUCKIES

F. E. McLAUGHLIN, auctioneer, has been "in tobacco" for 13 years. He says: "I've never yet seen Luckies buy anything but the best tobacco... so I've smoked them since 1928."

Have you tried a Lucky lately?

TOBACCO crops in the last few years have been outstanding in quality. New methods, developed by the United States Government and the States, have helped the farmer grow finer tobacco. As *independent* experts like F. E. McLaughlin point out, Luckies have always bought the cream of the crop. Thoroughly aged, these fine tobaccos are now ready for your enjoyment. And so Luckies are better than ever. Have you tried a Lucky lately? Try them for a week. Then you'll understand why . . .

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